JUNE 30, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WONDERFUL
KMYR
REGIONAL RADIO

DOMINANT FIRST IN DENVER and the ROCKY MOUNTAIN WEST

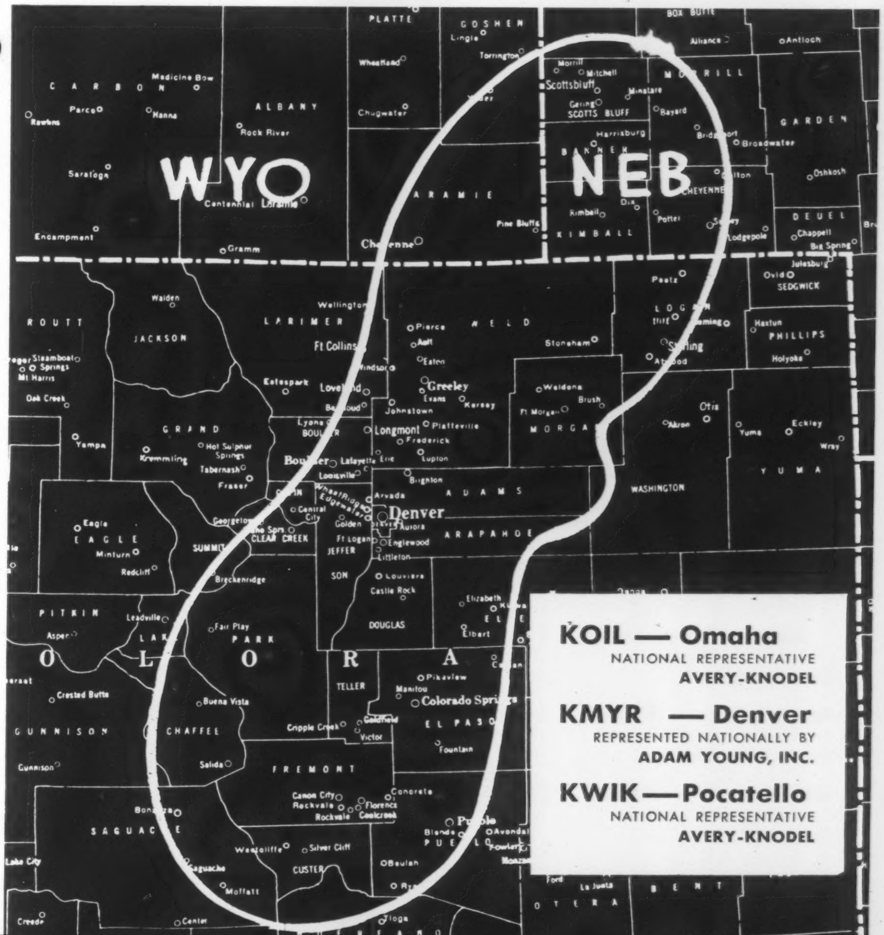
Solid Coverage that hits 'em where they live

Serving Over 1,300,000 People *in 3 states*

HOOPER (MAY-JUNE) 1958 *proves* KMYR No. 1 All Day

PULSE (MAY 1958) No. 2 AM No. 1 PM

and coming up fast!


WYO
NEB
CARBON
ALBANY
PLATTE
GOSHEN
MORRILL
GARDEN
BANNER
KIMBALL
CHEYENNE
DEUEL
SEDGWICK
LOGAN
PHILLIPS
WELD
LARIMER
JACKSON
ROUTT
GRAND
EAGLE
PITKIN
GUNNISON
CHAFFEE
SAGUACHE
PARK
LAKE
SUMMIT
CLEAR CREEK
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ARAPAHOE
MORGAN
WASHINGTON
YUMA
EL PASO
PUEBLO
CUSTER
OTERO
BENT
Medicine Bow
Rawlins
Saratoga
Rock River
Laramie
Cheyenne
Wheatland
Torrington
Scottsbluff
Gering
Bayard
Bridgeport
Sidney
Julesburg
Walden
Wellington
Ft Collins
Loveland
Greeley
Longmont
Boulder
Denver
Golden
Aurora
Englewood
Littleton
Castle Rock
Fort Morgan
Sterling
Brush
Akron
Yuma
Wray
Holyoke
Kremmling
Leadville
Breckenridge
Fairplay
Buena Vista
Salida
Gunnison
Cripple Creek
Colorado Springs
Manitou
Fountain
Canon City
Florence
Pueblo
Westcliffe
Silver Cliff
La Junta

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

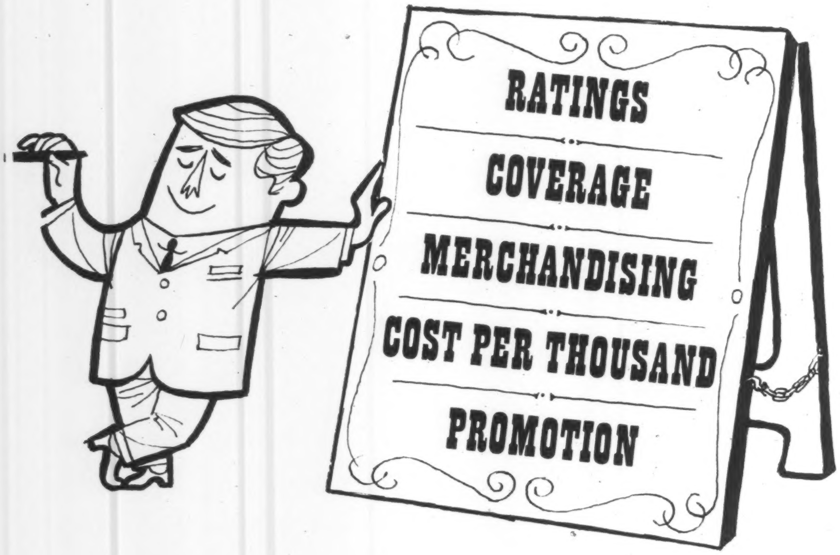
KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

the Star stations

DON W. BURDEN — *President*

IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS

We Proudly Proclaim Our



But

The BIG Difference In Philadelphia Radio Is

TALENT!

Only TALENT—real talent, that is—can sell.

WPEN has that talent.

WPEN programs REAL talent 24 hours a day, 7 days a week. Our entertainers have built up large loyal audiences who BELIEVE in them.

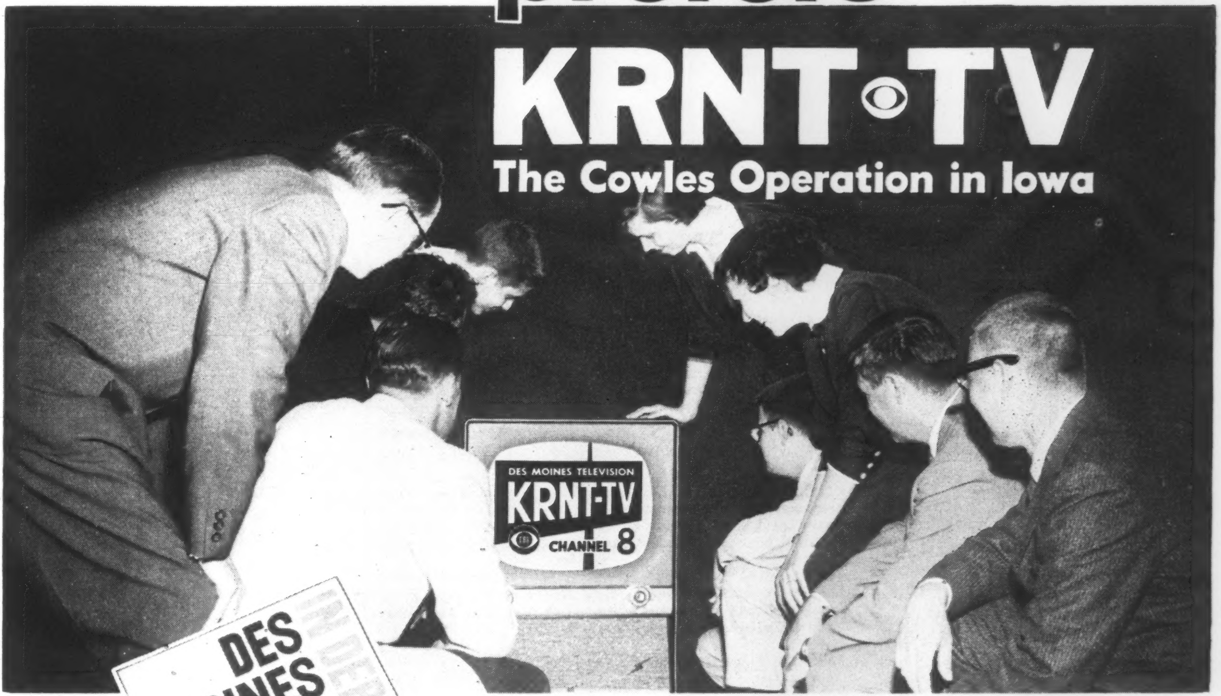
We have more local and more national advertisers than any radio station in Philadelphia . . . BECAUSE these advertisers know that the BIG difference in Philadelphia radio is TALENT—real talent, that is . . . that sells!

WPEN

Represented nationally by **GILL-PERNA** *New York, Chicago, Los Angeles, San Francisco, Boston, Detroit*

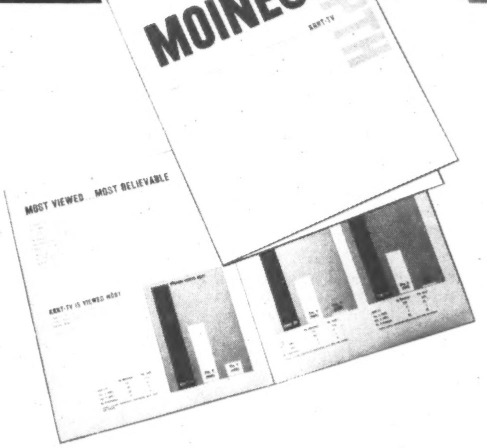
***Every Way
You Look At It . . .***

Des Moines prefers



KRNT-TV

The Cowles Operation in Iowa


DES MOINES
IN DEPTH
KRNT-TV

MOST VIEWED... MOST BELIEVABLE

KRNT-TV IS VIEWED MOST

New DEPTH STUDY *proves it!*

- ▶ The Station Most People Watch Most!
- ▶ The Station Most People, By Far, Depend on for Accurate News!
- ▶ The Station With Far and Away the Most BELIEVABLE Personalities!

This Central Surveys study reveals many interesting facts that show without question KRNT-TV delivers the kind of results a present-day advertiser wants and needs!

***Call Your KATZ Man
for These New Facts on
Television Viewing
in Des Moines, Iowa***

OVER 50% Named KRNT-TV Personalities EXCLUSIVELY!

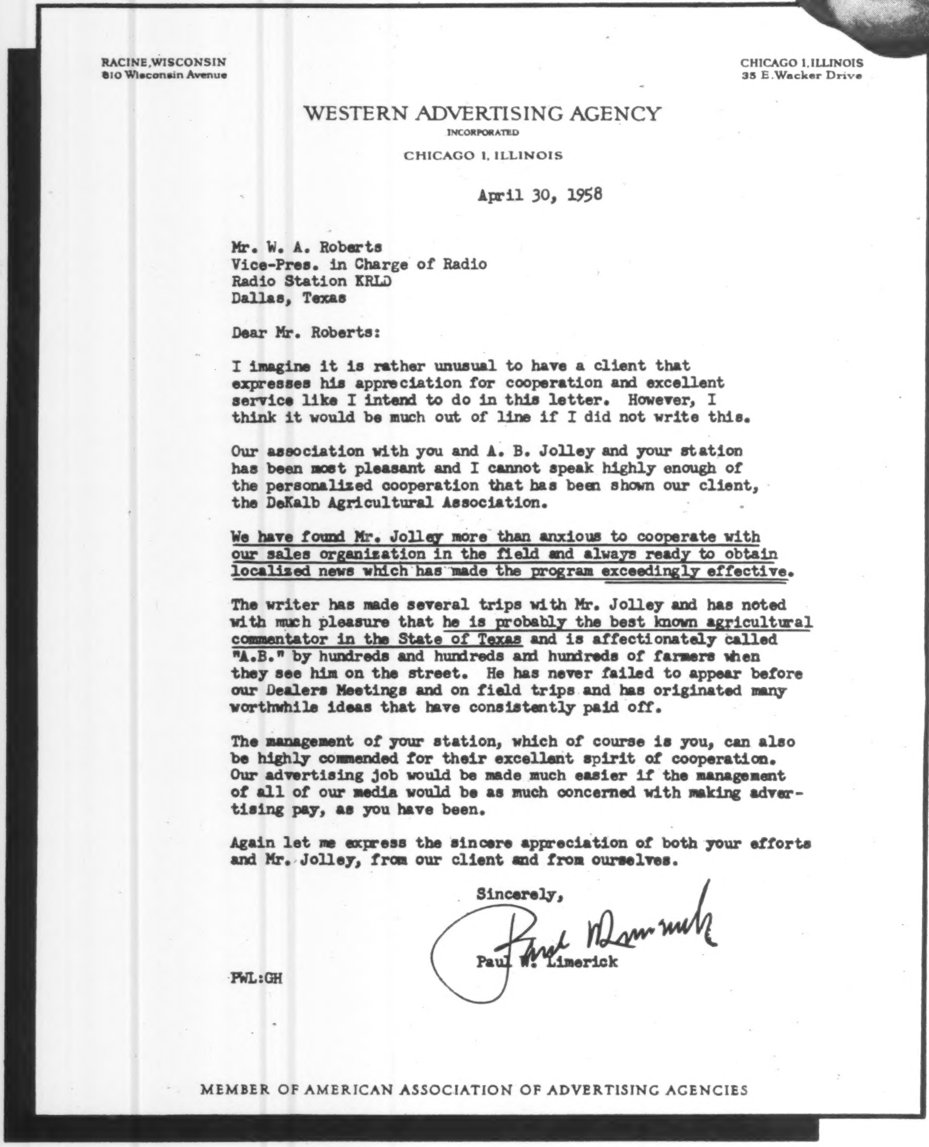
Compare this with the 6% naming only other stations' people!

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

A. B. JOLLEY. . . .

". . . . is probably the best known agricultural commentator in the State of Texas". . . .

. . . . stated Mr. Paul W. Limerick, Western Advertising Agency, in his letter below, for which we are very grateful.



RACINE, WISCONSIN
810 Wisconsin Avenue

CHICAGO 1, ILLINOIS
35 E. Wacker Drive

WESTERN ADVERTISING AGENCY
INCORPORATED
CHICAGO 1, ILLINOIS

April 30, 1958

Mr. W. A. Roberts
Vice-Pres. in Charge of Radio
Radio Station KRLD
Dallas, Texas

Dear Mr. Roberts:

I imagine it is rather unusual to have a client that expresses his appreciation for cooperation and excellent service like I intend to do in this letter. However, I think it would be much out of line if I did not write this.

Our association with you and A. B. Jolley and your station has been most pleasant and I cannot speak highly enough of the personalized cooperation that has been shown our client, the DeKalb Agricultural Association.

We have found Mr. Jolley more than anxious to cooperate with our sales organization in the field and always ready to obtain localized news which has made the program exceedingly effective.

The writer has made several trips with Mr. Jolley and has noted with much pleasure that he is probably the best known agricultural commentator in the State of Texas and is affectionately called "A.B." by hundreds and hundreds and hundreds of farmers when they see him on the street. He has never failed to appear before our Dealers Meetings and on field trips and has originated many worthwhile ideas that have consistently paid off.

The management of your station, which of course is you, can also be highly commended for their excellent spirit of cooperation. Our advertising job would be made much easier if the management of all of our media would be as much concerned with making advertising pay, as you have been.

Again let me express the sincere appreciation of both your efforts and Mr. Jolley, from our client and from ourselves.

Sincerely,

Paul W. Limerick

Paul W. Limerick

PWL:GH

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

KRLD Radio, the only full-time 50,000 watt station operating in Dallas-Fort Worth, is the radio station of The Dallas Times Herald, owners and operators of KRLD-TV, Channel 4. For full information concerning the JOLLEY FARM NEWS, check with The Branham Company, national representatives.

50,000 WATTS

KRLD Radio

CBS NETWORK FOR DALLAS-FORT WORTH

John W. Runyon, *Chairman of the Board* — Clyde W. Rembert, *President*

closed circuit®

CALL YOUR CONGRESSMAN • Rep. Oren Harris (D-Ark.), chairman of high-gear House Legislative Oversight Committee now making headline news with Sherman Adams case, wasn't only congressman who expressed interest in that Pine Bluff, Ark., radio case (see page 72). Docket at FCC also shows following legislators either showed interest or forwarded communications (quite common in broadcast matters): Sen. J. W. Fulbright (D-Ark.), Reps. W. F. Norrell (D-Ark.), John Bell Williams (D-Miss.) and J. W. Trimble (D-Ark.). Rep. Williams, also member of Legislative Oversight Committee, got interested because prospective grantees are Mississippians (Louis Alford, Phillip D. Brady and Albert Mack Smith, owners of WAPF McComb, WMDC Hazelhurst and WDAL Meridian, all Mississippi).

•

Look for announcement soon that Exquisite Form Brassiere Inc. (through Grey Adv.) will use GRP—"gross rating points"—system of media selection and buying in tv spot. GRP has been used by number of other agencies (Leo Burnett, Norman, Craig & Kummel, etc.), now will be put to use to grab "specific audience" for Exquisite Form's new brassiere scheduled for introduction in fall. Timebuying under GRP is determined on number of exposures needed to make consumer buy product—via intricate sliderule figures based on Nielsen ratings of shows surrounding spot availability. Exquisite is $2.5 million tv spot advertiser (including barter).

•

WAY IT BOUNCES • U. S. Rubber Co. seems slated to be next corporate advertiser to drop network tv, but several of its divisions are understood to be planning accelerated local spot activities. U. S. Rubber—supported by its divisions—for past two years has been sponsoring *Navy Log* on ABC-TV, has been network advertiser since days of "four-station networks" in 1946. Its agency, Fletcher D. Richards Inc., is not looking at new network properties. But Keds Div. (children's shoewear), now in over 100 markets with tv kids show participations, will "expand," it's learned. Tire Div., affected by Detroit slump, reportedly is considering taking network tv allocations and placing them in local radio.

•

Many advertisers are awaiting midyear reports of sales for first six months of 1958 before determining advertising budgets for coming season. Thus some who in past years bought time and programs by end of June will not be making final decisions this year until end of August. Among those in this category are Chesebrough-Ponds, Tums, Helene Curtis, Derby Foods, Swift and Bulova.

CAUGHT IN MIDDLE • After six month pendency, FCC last Thursday considered for first time record-breaking $20 million transfer of WCAU-AM-FM-TV and related real estate from *Philadelphia Bulletin* to CBS but deferred final action pending receipt of additional information. Since FCC's Network Study Group Report had not covered programming phase, staff was instructed to inquire of CBS about program tie-ins in sale of network time. Network study staff is now in process of preparing that phase of report. Antitrust Division of Dept. of Justice also has raised program tie-in question.

•

WCAU transfer application ($15.6 million for facilities; $4.4 million for real estate) was filed Dec. 31, 1957. Ordinarily transfer approvals take six weeks to two months unless there are extenuating circumstances. Fact that network ownership and multiple ownership issues have been raised in Barrow proceedings required more than usual scrutiny. Dean Roscoe L. Barrow, who headed two-year special study, was present at last Thursday's FCC meeting. Preponderant Commission view, it's understood, is that action must be taken consistent with existing rules and that to do otherwise would pre-judge network ownership and multiple ownership issues.

•

TRIPLE THREATS • It's obvious now that CBS-TV vice president and station relations director Edmund C. Bunker alluded in part to Leo Burnett Co. in letter to affiliates of triple-spotting practices. [LEAD STORY, June 23]. He had cited "recent major dramatic program" as victim of practice, without identifying agency, program or clients. Only dramatic show on network sold in segments to several advertisers is *Playhouse 90* in which three Burnett clients (Marlboro, Allstate Insurance and American Gas Assn.) are sponsors. Agency has been major critic of multiple-spotting and is putting finishing touches on "policy statement" [CLOSED CIRCUIT, June 23].

•

Compton Adv., New York, in attempt to stamp out triple-spotting, has asked station representatives when submitting availabilities to indicate in writing that spots will not be placed in triple-spotting area. Stations and reps have been cooperating with written assurances of "no triples," according to agency executives.

•

COURT TRIALS • It's just one court precedent after another for FCC. Having followed court's mandate in Miami's headline-making ch. 10 case by naming special trial examiner, FCC is now confronted with problem of Indianapolis ch. 13 case wherein court said Comr. T. A. M. Craven, who cast deciding vote for Crosley, should not have participated without having heard oral argument [GOVERNMENT, June 23]. FCC spent most of last Wednesday morning's meeting discussing method of proceeding on Indianapolis so it will be ready to move when court mandate reaches it, probably this week. FCC has reached tentative decision not to appeal court's ruling to Supreme Court.

•

Unique aspect of Indianapolis-Crosley case is that aside from Comr. Craven, there are two new members who have not heard oral argument (Ford, Cross). Comr. Craven voted only after general counsel had ruled that he should participate to break tie vote. Because of this action, itself establishing precedent, several commissioners asked that their comments in this case be noted in official minutes.

•

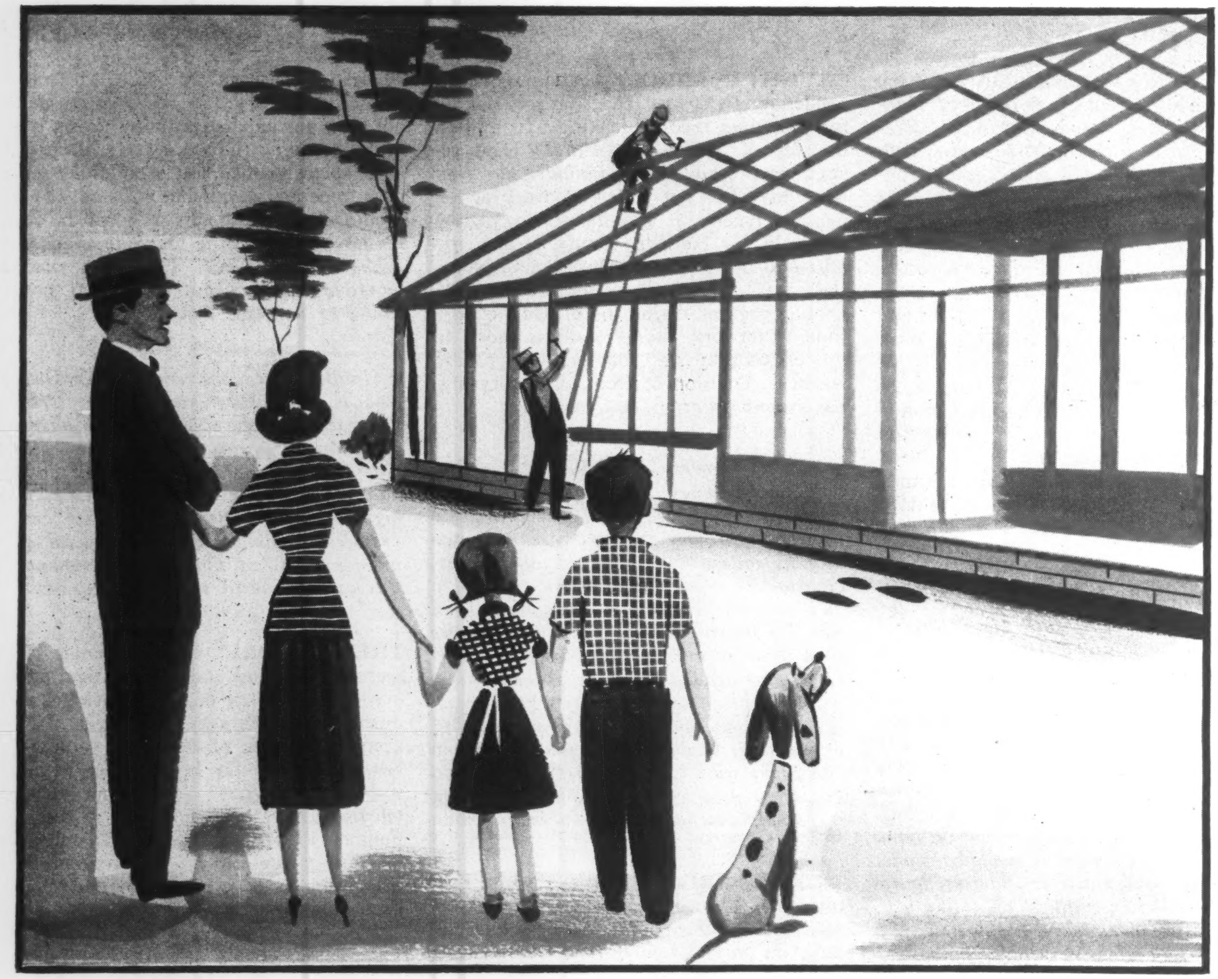
THERE'S MORE? • When Senate Commerce Committee started investigating television in 1954 it began receiving lots of unsolicited mail suggesting areas of investigation. One of these was ratings and last week's one-day hearing (see page xx) was result of that. What other areas of television have been suggested in sufficient number to arouse interest? Talent agencies and crime and horror programs have been subjects of greatest amount of mail, according to best information.

•

*WIP Philadelphia may be sold but not to Todd Storz, who had offered $2.5 million cash for Gimbel Bros. owned station [*CLOSED CIRCUIT*, June 9]. Mr. Storz has advised* BROADCASTING *that he formally withdrew his offer because of fringe provisions which would have increased price by nearly another half-million dollars. Previously Plough Inc. had discussed possible acquisition of WIP but terminated negotiations at figure of about $2 million. Mr. Storz, owner of four major market independents, reportedly is in negotiations for other stations.*

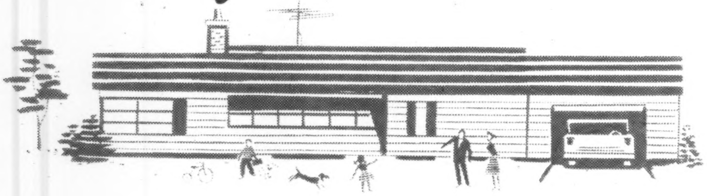
•

FREE RIDE SOUGHT • Effort will be made soon by newly-formed Home Furnishings Council of America to give major shot in arm to sagging purchases of furniture. Plan is to put $1 million promotion kitty to work educating dealers, women's groups, schools, etc. and soliciting free publicity in all media, including radio-tv. Although manufacturers' council will encourage dealers to boost ad expenditures, none of $1 million war chest has been allocated to advertising, according to Philip Lesly, head of Chicago-New York public relations firm handling campaign.



they buy as a family . . .

sell them on Meredith *family stations!*



KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

THE WEEK IN BRIEF

What Kind of Radio Sells Best?—Not "Top 40 tunes" stations, according to timebuyer poll conducted by NBC Spot Sales. Report, deemed sure to agitate an already lively debate, says buyers have much more confidence in selling ability of "varied programming" and "standard music and news" stations. Page **35.**

No Pay for Tripled Spot—Wade Adv. Agency puts clause in station contracts advising it won't pay for such jammed-in commercials. Page **40.**

No Fissures in S. F.—Fletcher D. Richards Inc., re-establishes San Francisco beachhead by purchasing new agency to replace service organization that is following ex-President Eugene I. Harrington to Honig-Cooper, Harrington & Miner. Page **40.**

Operation Sudsway—B. T. Babbitt Co., already $1.5 million deep in new tv drive, plans return to radio spot on national scale to back coupon plan whereby consumers in various U. S. cities could get "free" subway, bus or trolley rides. Hudson Pulp & Paper Co. considers joining venture which will aid sagging transit revenues. Page **43.**

It's Official: Kellogg Returns to Spot—Firm to drop children's adventure strip on ABC in September and place half-hour films in 170-plus markets. Trade ponders whether others will seek benefits of bulk program time purchase plan: whether tv stations will revise rate cards to reflect new formula. Page **44.**

Tv's Newest: Norse Operas—United Artists Television Inc. announces a "large-scale" tv production venture based on the $4.5 million "The Vikings" theatrical film. Six other tv series also planned by year's end. Page **58.**

Class of 58—Week-long RAB course on radio salesmanship completed by 18 station executives. "Graduate school diplomas" presented by Sweeney. Page **64.**

Pastore Lashes FCC on Uhf Inaction—Rhode Island Democrat forces FCC "vote" on deintermixture, criticizes commissioners for inability to compromise. CATV operators answer charges made by small-market broadcasters in Senate Commerce hearings. Page **66.**

First Comments on CATV—A uhf station tells its troubles with community antenna tv systems in comments on FCC inquiry on secondary tv transmission systems. Montana broadcaster group larrups CATV in first of comments. Page **70.**

Show of Shows—GOP party head, smarting from the Sherman Adams affair, engages in verbal bout with Democratic party chief over broadcast interests of Democrats on Capitol Hill, suggesting investigation of pressure on FCC by Democratic congressmen. Page **72.**

Senators Briefed on Ratings—Tv program pollsters explain facts of scientific rating life to Senate Commerce Committee: Sen. Monroney still bemused by ability to determine program popularity from small samples. Page **74.**

Guidelines for Ch. 10 Rehearing—Lawyers confer on procedures and witnesses in Miami case. Two major questions: (1) whether testimony before House Legislative Oversight Committee can be used in FCC rehearing, and (2) whether testimony will be taken in Miami or Washington. Second pre-hearing conference today. Page **76.**

Live Tv to South America—Sen. Bricker and six others introduce resolution calling for construction of international communications network linking U. S. with Mexico, Central and South America. Page **76.**

Semantics Scramble—Running exchange over ABC-TV's handling of Wallace *Freedom & Survival* grows into three-way battle of words and definitions among network, Fund for the Republic and American Civil Liberties Union. Page **78.**

Scoop Russell Retires—He'll no longer be NBC Washington vice president, a job he held for 29 years, but will continue to represent the network in Washington on a consulting basis. Page **80.**

Donneybrook at the Art Institute—Chicago station and agency executives draw their lumps from housewives group at mass protest "showdown" meeting, but retaliate with defense of broadcasting and advertising. Irate women protest Chicago radio-tv programming fare. Page **83.**

Best in the West—Advertising Assn. of West picks 33 broadcast-ads with special spotlight on Zee paper towel radio commercials. Page **86.**

New Pattern in AFM Contracts—Pact with Desilu provides much greater employment for live musicians. Page **87.**

Labor Pains on Videotape—Network and agency representatives and Screen Actors Guild ask National Labor Relations Board to dismiss petition by the American Federation of Television & Radio Artists for an election to choose a single union to represent performers in videotape. Page **88.**

MR. PARDOLL

Media Sales Medicine—Arthur S. Pardoll, media group director of Foote, Cone & Belding, opens up his case-history file of sick and healthy media salesman. His prescription for successful selling: frequent presentations and a constructive approach, as outlined in MONDAY MEMO. Page **105.**

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ONE RADIO STATION . . . WQAM . . . LEAPS FAR

ABOVE THE REST IN GREATER MIAMI

First in 432 of 432 *Pulse* quarter-hours.

First on Hooper with 40.1% all-day average . . . more than the next 4 stations *combined.*

First in 264 of 264 Hooper quarter-hours. First morning, afternoon, all-day on Trendex.

First on Southern Florida Area Pulse which accounts for 31.5% of the state's population.

Next time you're in Miami
(via vacation-buy or time-buy)
dial WQAM and *hear* the reasons for
such overwhelming leadership.

Talk to a man from Blair . . . or
WQAM General Manager
Jack Sandler.

WQAM

Serving all of Southern Florida
with 5,000 watts on 560 kc
. . . and radio #1 in

MIAMI

SEAQUARIU
MIAMI

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

FCC ACTS, AT LAST, TO CURB TV PAY-OFFS

FCC Friday decided to take some action to discourage 5-year-old notorious "payoffs" and strike applications situation.

In notice of proposed rule-making, Commission moved to take away protection against competition incurred when applicants are placed in hearing status.

Move comes after most activity on mergers and "reimbursements" have faded to minor proportions. In first few years after tv processing resumed by FCC in 1952, many contested cases were resolved through merger route or by one applicant "buying" out others.

Among few remaining competitive tv cases: New Orleans ch. 12, Norfolk, Va., ch. 13 and Rock Island-Moline-Davenport ch. 8.

Proposed change would amend Sects. 1.311(b), 1.312(c) and 1.363(b) (c) and (d) to put back in processing line any application surviving after merger or payment made to other applicants to withdraw. It also provides that withdrawing or defaulting applicants will be dismissed with prejudice (meaning they cannot reapply for same facility for one year from date of dismissal.

At present, once applicants are designated for hearing, no other application may be filed for same facility after 30 days before hearing date. Since 1952 when FCC began reprocessing tv grants, many mergers have been arranged among competing applicants with grants automatically going to remaining applicant and with no method by which new applications could be filed. Same situation obtained when one applicant reimbursed withdrawing applicants.

Commission asked for comments by July 28. FCC Chairman Doerfer abstained from voting. Comr. Ford is credited with recommending move.

N. Y. Regents Buy Daytimes On WPIX (TV) for Education

New York State Board of Regents was reported to have voted Friday to contract with WPIX (TV) New York to use that station's daytime facilities for educational tv programming. WOR-TV New York had announced earlier it would lease its daytime schedule to board, but it was revealed Friday that WPIX (TV) had underbid WOR-TV. Board has agreed to pay WPIX (TV) $250,000 for use of station on weekdays, 10 a.m.-5 p.m. for 46 weeks, starting Sept. 15. Fred Thrower, WPIX vice president and general manager, acknowledged board's action and said other details will be announced this week. Officials of WOR-TV could not be reached late Friday for comment.

Pulse to Expand Analyses

Expansion of audience composition analysis in monthly Pulse rating reports on network radio and tv programs announced Friday by The Pulse Inc. Based on 75,000-home sample each month, Pulse will secure such product classification data as number of smokers vs. non-smokers in audience of each program in rating list. Each month product category will change. Pulse already determines audience composition of men, women and children. Field survey of new data starts in July, is expected to be published in August or September reports.

Would-Be Affiliates Court MBS

Mutual reported to have received more than 30 unsolicited applications for affiliation from independent stations throughout country over past three months. Applications of four outlets have been completed and 12 others are pending, with approval scheduled within next two months. Four stations slated to join Mutual next month include two former affiliates—WAFZ Yazoo City, Miss., and KCMR McCamey, Tex.—plus WNCC Barnesboro, Pa., and WHCM Bloomsburg, Pa.

Guild Enters Barter Deal

Guild Films Inc. has made deal with Television Industries Inc., headed by Matty Fox, whereby it will eliminate $6,525,000 of indebtedness through exchange of tv time spots, John J. Cole, president of company announced. Indebtedness was incurred for purchase of 1,100 RKO short subject and foreign rights to *Minutes of Prayer*.

Private Relay Approved

WOWL-TV Florence, Ala., received FCC permission to build private, off-air intercity relay system to pick up ch. 4 signals of WSM-TV Nashville, Tenn.—about 100 miles away. WOWL-TV had complained in its comments to FCC inquiry into community tv, boosters and satellites that it was being unjustly penalized by not having permission to use private mirowave facilities (see page 70).

STAYING PUT

RCA and its subsidiary, NBC, were scheduled to announce today (June 30) that they have extended to 1982 their leases on space in Rockefeller Center, New York. Leases are valued in excess of $70 million, run for 20 years beginning in 1962, and cover more than 13 acres of office and studio space. RCA and NBC have occupied their quarters since 1933.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 40.

NATIONAL BUSINESS • National Airlines Inc., has appointed McCann-Erickson, N. Y., and its several affiliates, Marschalk & Pratt Co., Miami, Fla.; McCann-Erickson de Cuba, Havana, and Communications Counselors Inc. (for public relations and publicity), to handle its advertising. Marschalk & Pratt open new office in Miami tomorrow (July 1), with Elroy Scrivener serving as account group head for National Airlines.

ABSORPTION • Soft goods account roster of Calkins & Holden, N. Y., to be bolstered Aug. 1 when C & H absorbs all personnel and accounts of Seklemian & North Inc., N. Y. Victor North, president, and M. Seklemian, executive vice president, both become C & H senior vice presidents, and present radio-tv director Walter H. Lurie moves to C & H also as vice president. Accounts shifting include Duverncy & Sons (bakery), Fruit of the Loom textiles and heavy concentration of import advertising for Japanese government.

UNION NEWS • AFL-CIO renews effective today (June 30) twice daily newscasts Monday-through-Friday on ABC for 52 weeks and adds twice daily news programs Saturdays and Sundays. Agency: Furman, Feiner & Co., N. Y.

LOOKING • Sweets Co. of America, Hoboken, N. J., will sponsor *Texas Rangers* tv film series next season and is now looking for likely time period on one of three networks. Advertiser had sponsored portion of *Buccaneers* series on ABC-TV but reportedly will cancel at end of this season.

HOLIDAY MOOD • Atlantic Refining Co., Philadelphia, set to schedule special holiday radio saturation campaign, starting tomorrow (July 1) and ending Saturday, over more than 270 stations in 154 markets. Atlantic using 10-second and 30-second spots for total of 25 announcements in each market. Agency: N. W. Ayer & Son, Philadelphia.

LONG CONTRACT • Procter & Gamble, Cincinnati, for Dash, placing tv spot announcement schedule in approximately 30 markets. Contract for 52 weeks placed through Dancer-Fitzgerald-Sample, N. Y.

NEW DESIGNS • Dan River Mills, Danville, Va., launching tv promotion based on theme, new designs for living, in 11 cities using live and film participation spots effective latter part of July and running through fall. Grey Adv., N. Y., is agency.

at deadline

Election on for Negotiators For ASCAP Radio Licenses

Radio stations are voting by mail on membership of 17-man All-Industry Radio Music License Committee to handle music copyright negotiations with ASCAP. Robert T. Mason, WMRN Marion, Ohio, is temporary chairman of committee. ASCAP radio contracts expire Dec. 31.

Fee for station participation in committee's work is 10 times one-time, one-minute card rate (most hours between 6 a.m.-6 p.m.). Committee was formed May 1 during NAB Los Angeles convention but project is open to all radio stations regardless of NAB membership.

Seventeen names placed on ballot by nucleus committee formed at Los Angeles are: Mr. Mason; Ben Strouse, WWDC Washington; Herbert E. Evans, WGAR Cleveland; Hugh K. Boice Jr., WEMP Milwaukee; Cy Bahakel, WRIS Roanoke, Va.; Elliott M. Sanger, WQXR New York; William S. Morgan Jr., KLIF Dallas; Sherwood Tarlow, WHIL Boston; George W. Armstrong, WHB Kansas City; Les Peard, WBAL Baltimore; Jack Younts, WEEB Southern Pines, N. C.; Bert Ferguson, WDIA Memphis; Richard D. Buckley, WNEW New York; Calvin J. Smith, KFAC Los Angeles; J. Allen Jensen, KSL Salt Lake City; Robert D. Enoch, WXLW Indianapolis; Herbert L. Krueger, WTAG Worcester, Mass. (Messrs. Bahakel, Sanger, Peard, Ferguson and Buckley are not NAB members.) Ballots are returnable July 3.

Stereophonic 'Firsts'

CBS issued news release Thursday claiming it would be first radio network to broadcast multiple-city network stereophonic broadcast from Newport, R. I., jazz festival during July 4 weekend.

NBC announced Friday it would use double network lines between New York, Washington and Chicago tonight (June 30) for "first major multi-city transmission of stereophonic sound" on *Telephone Hour* and tomorrow morning (July 1) on *Bert Parks' Bandstand*. Matthew J. Culligan, vice president in charge of NBC Radio network, said venture represents culmination of eight months of "concentrated research and testing, including numerous studio experiments." One network line will feed am outlets; alternate line, fm.

. . . And Marched Back Again

FCC returns to Capitol Hill at 10:30 a.m. tomorrow (Tues.) to resume testimony before Senate Commerce Committee on tv allocations, Chairman Warren G. Magnuson (D-Wash.) said Friday. Hearing was cut short last Wednesday by lack of senators present for session (see box, page 68).

WORTH CLIPPING

Dates for 1958 and 1959 NAB fall conferences, future NAB annual conventions and NAB board meetings announced Friday by association.

Fall conferences in 1958: Sept. 18-19 Buena Vista Hotel, Biloxi, Miss.; Sept. 22-23 Oklahoma Biltmore Hotel, Oklahoma City; Sept. 25-26 Challenger Inn., Sun Valley, Idaho; Sept. 29-30 Mark Hopkins Hotel, San Francisco; Oct. 13-14 Schroeder Hotel, Milwaukee; Oct. 16-17 Radisson Hotel, Minneapolis; Oct. 20-21 Somerset Hotel, Boston; Oct. 23-24 Shoreham Hotel, Washington.

Fall conferences for 1959: Oct. 15-16 Mayflower Hotel, Washington; Oct. 19-20 unspecified hotel, Chicago; Oct. 22-23 Somerset Hotel, Boston; Oct. 29-30 Dinkler-Plaza Hotel, Atlanta; Nov. 9-10 Fort Worth or Houston; Nov. 12-13 Brown Palace Hotel, Denver; Nov. 16-17 Ambassador Hotel, Los Angeles; Nov. 19-20 Olympic Hotel, Seattle.

NAB national conventions: March 15-19, 1959, Conrad Hilton Hotel, Chicago; April 3-7, 1960, Conrad Hilton Hotel, Chicago; May 7-11, 1961, Shoreham and Sheraton Park Hotels, Washington; April 1-5, 1962, Conrad Hilton Hotel, Chicago; March 31-April 4, 1963, Conrad Hilton Hotel, Chicago.

NAB Board of Directors meetings: Feb. 2-6, 1959, Hollywood Beach Hotel, Hollywood, Fla.; June 15-19, 1959, Mayflower Hotel, Washington; Jan. 24-29, 1960, El Mirador Hotel, Palm Springs, Calif.

Deadline Postponed

FCC acted last Thursday—one day ahead of deadline Friday—to extend date for comments on its inquiry into impact on tv broadcasting of community antenna systems, tv translators, boosters and satellites to July 7. Of three comments filed Friday (early story, page 70), Missoula (Mont.) Cable Co., CATV system, saw no justification for prohibiting or limiting secondary tv service; Colorado Broadcasters & Telecasters Assn. submitted resolution listing CATV as last system to be desired and wanted FCC control, especially over interstate systems; Western Union Telegraph Co., which carries no tv programs and does not service CATV systems, said limitation, if any, should be made directly on systems so rules couldn't possibly be used to determine kind of use of WU facilities made by its customers.

PEOPLE

DAVID N. LAUZ, vice president and account supervisor, Foote, Cone & Belding, to Lennen & Newell as senior vice president on P. Lorillard Co. account.

JACK COLLINS, assistant managing director and sales director of WAGA-TV Atlanta, joins WGST Atlanta as general manager July 1.

ART SPRINKLE, former commercial manager of KULA-AM-TV Honolulu, has joined KONA-TV as station manager and general sales manager.

LEN SIROWITZ, formerly advertising designer for CBS-TV promotion department, appointed art director of National Telefilm Assoc., N. Y.

FRED GORDON, advertising production manager, Necchi Sewing Machine Corp., N. Y., named advertising production manager at National Telefilm Assoc.

BILL JAMES promoted to promotion director of Guild Films. Before joining Guild year ago Mr. James was with General Artist Corp.

UA Plans Stock Issue

United Artists Corp. Friday announced registration with Securities & Exchange Commission for proposed sale of 200,000 shares of $1 par value common stock, proceeds of which are to be plowed back into UA enterprises such as tv feature film production and acquisition in diversified fields. Another 100,000 shares will be sold to management which, after sale this month, will continue to own all Class B stock (representing approximately 43% of voting stock). F. Eberstadt & Co. will form special underwriting group to distribute stock. UA's equity capitalization now will be increased to 721,255 shares common and 550,000 shares Class B.

KGYW Vallejo Sold

Sale announced Friday, subject to usual FCC approval: KGYW Vallejo, Calif., sold by Ellsworth Peck and A. J. Krisik to Mary E. Gunberg for total consideration of $150,000. Station is 250 w daytimer on 1190 kc. Broker: Hamilton, Stubblefield, Twining & Assoc.

New Radio Stations Granted

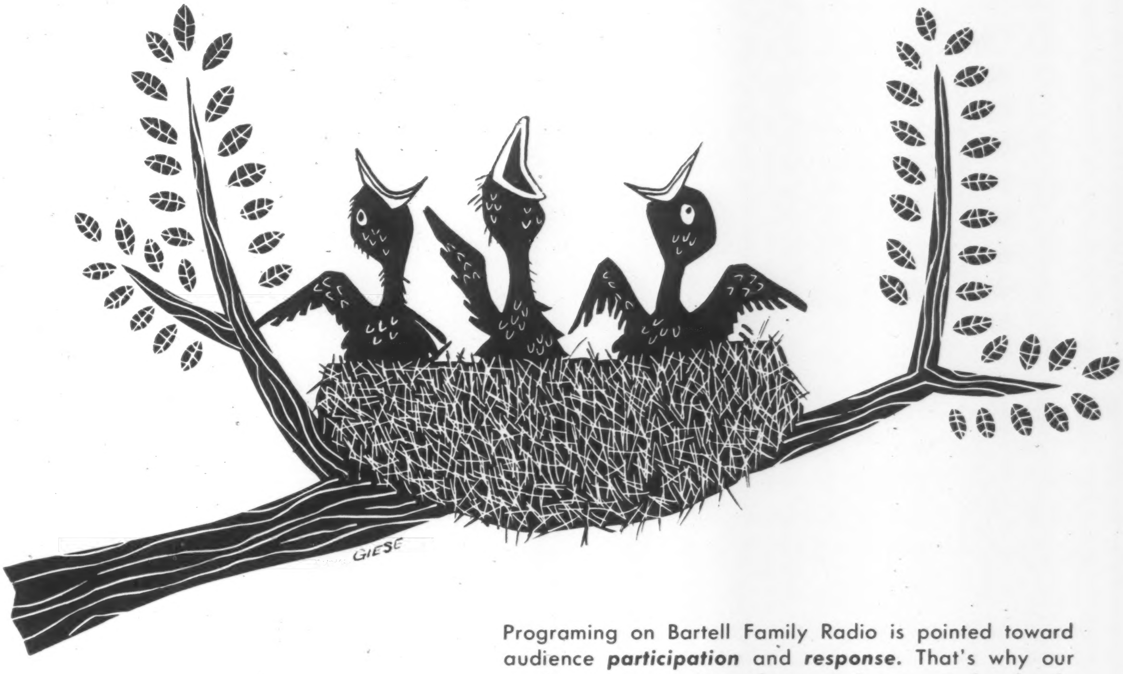
Am grants announced by FCC Friday:

King City, Calif.—Somoco Broadcasting Co. (James H. Rose and Howard Slagle), 1570 kc, 250 w, daytime.

Carrollton, Mo.—Homeland Enterprise Inc. (R. Hamilton Staton), 1430 kc, 500 w, daytime.

Missoula, Mont.—Missoula Broadcasters (Wallace K. Reid, Harold C. Singleton and associates), 910 kc, 1 kw daytime. Mr. Reid and associates own KORD Pasco, Wash.; Mr. Singleton has interests in KUTY Palmdale, Calif.; KWIK Hillsboro and KYNG Coos Bay, both Ore.; KITN Olympia and KITI Chehalis, both Wash.

RECEPTIVITY



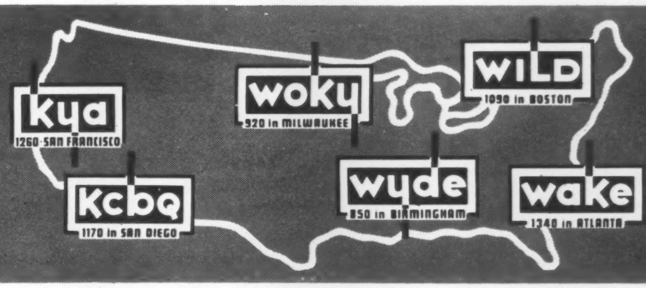
Programing on Bartell Family Radio is pointed toward audience ***participation*** and ***response.*** That's why our continuous succession of copyright games for family fun . . . that's why our never-ending stream of response-producing featurettes . . . and the thorough local news coverage with names and addresses.

bartell family radio puts the audience into a "mental focus" which music and news alone cannot do.

And with mental focus comes ***RECEPTIVITY*** . . . "a disposition to receive suggestions" says Webster . . . a state of mind upon which an advertising message is most effective.

BARTELL IT...and SELL IT!

BARTELL FAMILY RADIO
COAST TO COAST


kya
1260-SAN FRANCISCO
woky
920 in MILWAUKEE
WILD
1090 in BOSTON
kcbq
1170 in SAN DIEGO
wyde
850 in BIRMINGHAM
wake
1340 in ATLANTA

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

NEW FACES...NEW STARS

FOR FIRE! FOR POLICE! FOR SCOTLAND

"DIAL

TV'S NEWEST

ROBERT

TECHNICAL ADVISERS:
Duncan Webb, "Britain's Greatest Crime Reporter"
Tom Fallon, Ex-Superintendent of Scotland Yard

ZIV
Television

EXTRA! For the first time...

A ZIV SHOW WITH A BUILT-IN CONTEST!

. . . a unique quiz that's tied right in with "DIAL 999" to get you off to a big start . . . FAST!

S ..EXPLOSIVE ACTION!

D YARD!

999'

ST DISCOVERY

T BEATTY

as Detective Inspector MIKE MAGUIRE
viewing Scotland Yard in action
through North American eyes.

NOW . . . for the FIRST TIME

AUTHENTIC STORIES

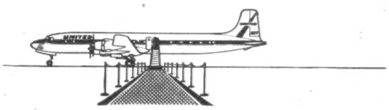
from the files of the
WORLD'S MOST FAMOUS
crime prevention center

UNITED
AIR LINES

THAT'S MAINLINER SERVICE, SIR

Whenever a Mainliner® traveler needs a hand, whether he's 5 or 95, there's always someone from United right there to help. Concern for you is a principle as basic with United Air Lines as the Theory of Aerodynamics. This extra care is evident, too, in the fact that there's radar on every plane. Whether you fly First Class or Air Coach . . . get more-for-your-money travel—all the way.

IT COSTS NO MORE FOR EXTRA CARE—
FLY UNITED, THE RADAR LINE



Triple-Spotting

EDITOR:

We think you are to be congratulated on your article on triple-spotting in the June 23 issue of BROADCASTING.

You listed five different products at Benton & Bowles which were involved in triple-spotting. We would like to state for the record that—to the best of our knowledge—every one of the situations you listed had been "cleaned up" quite some time ago. Unfortunately, the BAR monitoring analysis goes back approximately three months.

As you know, it is our policy to very carefully watch for instances of triple-spotting. I would like to say that stations in most instances have been extremely cooperative in eliminating this problem.

Lee M. Rich
V.P., Media Director
Benton & Bowles, New York

EDITOR:

I was delighted to see your article on triple-spotting. Perhaps this display of the widespread incidence of this evil will shake some of the complacency out of the NAB code committee.

As soon as we received our copies of the BAR reports we took steps to eliminate those triple-spot situations which affected our accounts. It continues to be our policy not to purchase availabilities which are subject to triple-spotting and to cancel those announcements which are triple-spotted without our knowledge. Actually, most stations have been very cooperative in helping us to maintain clean schedules.

Frank B. Kemp
V.P., Media Director
Compton Adv., New York

EDITOR:

Think your editorial on triple-spotting in June 23 issue was excellent. Indeed, no one party is responsible for triple-spotting. If advertising agencies would accept many of the 15 and 20 ratings available on stations, and not insist on 40's and 50's, this problem probably would never have materialized in the first place.

Possibly, through the concerted efforts of the entire industry—stations, reps, agencies and networks—this problem can be quickly resolved. However, all must be involved, and without any fingerpointing at the other guy.

Martin L. Nierman
V.P., National Sales Manager
Edward Petry & Co.
New York

The Gap Between

EDITOR:

I wonder if BROADCASTING or Grant Adv.'s John Gaunt would clear up a puzzle in this morning's (the June 23) MONDAY MEMO.

Mr. Gaunt says that Lawrence Welk "fills the gap between Walter Damrosch and Bobby Troup." I'm not sure I've heard of Troup, but I do know that Dr. Damrosch died some years ago. If Troup is alive, the gap between him and Damrosch would seem to be the grave.

But surely this is not what Mr. Gaunt meant to imply!

James Dawson
Dawson MacLeod & Stivers
Creative Communication Consultants
Washington, D. C.

[EDITOR'S NOTE: Mr. Troup is very much alive, is one of today's more active jazz musicians. Dr. Damrosch, eminent conductor-composer who, among other achievements, organized New York Symphony, died in 1950.]

Found: One 7 Iron

EDITOR:

FOLLOWING NATIONAL ASSN. OF RELUCTANT ADVERTISING TITANS AND EAGER SPORTSMEN BALTUSROL JUNE 12TH FOUND RELUCTANT WILSON SEVEN IRON IN VICINITY OF DEAD SNAKE. OWNER PLEASE WRITE OR SEND REST OF SET.

GEORGE H. FREY
V. P., SSC&B
NEW YORK

[EDITOR'S NOTE: Mr. Frey alludes to annual NARATES golf tournament at which he is perennial host. Some 80 titans of Madison Avenue, along with out-of-town radio and television tycoons, attended this year's soup-to-nuts event.]

Orchids from the Fund

EDITOR:

This is just a note to express our appreciation for the fair and careful coverage you have given to the Fund's activities in television.

Your reports on our study of the mass media and your stories on our recent difficulties in connection with the Survival and Freedom series have been models of objective reporting.

Frank K. Kelly, V.P.
Fund for the Republic Inc.
New York

Unnamed Has a Friend

EDITOR:

I am in complete agreement with "Name Withheld."

It is my impression also that this information [about a competitor's spending on a station] is strictly violating an advertiser's privacy. Too, I cannot imagine what we pay the agencies 15% for if we do all their work. It is my thought that the agencies pay no attention to what station the information comes from unless they are carrying an extremely heavy campaign for a competitive product. This, to me, is what the agencies pay their research department to do for them.

My suggestion to the agencies would be that they send this competitive spending request direct to the companies involved. If the companies refuse to divulge this information, how can they expect the station to do so?

Elaine Johnson, President
WCAW Charleston, W. Va.

KBIG
MARINE
STUDIO

Catalina's Sea-Going Deejay Launches New Summer Show

IF YOU CAN'T REMEMBER THE NAME, but the face (or fez) is familiar, it's Commodore Carl Bailey of the Port of Los Angeles, shoving off for another summer of broadcasting KBIG's CATALINA CRUISE from his marine studio on the *SS Catalina.*

WORLD'S ONLY SEA-GOING DISC JOCKEY (and, at 6-feet-10, its tallest), Bailey helps all Southern California enjoy a vicarious Pacific cruise every weekend. Eight thousand voyagers aboard help him mix his regular deejay fare with descriptive vignettes of harbor and sea, passing craft and passing passengers, as the *Catalina* sails from the mainland to Avalon and return.

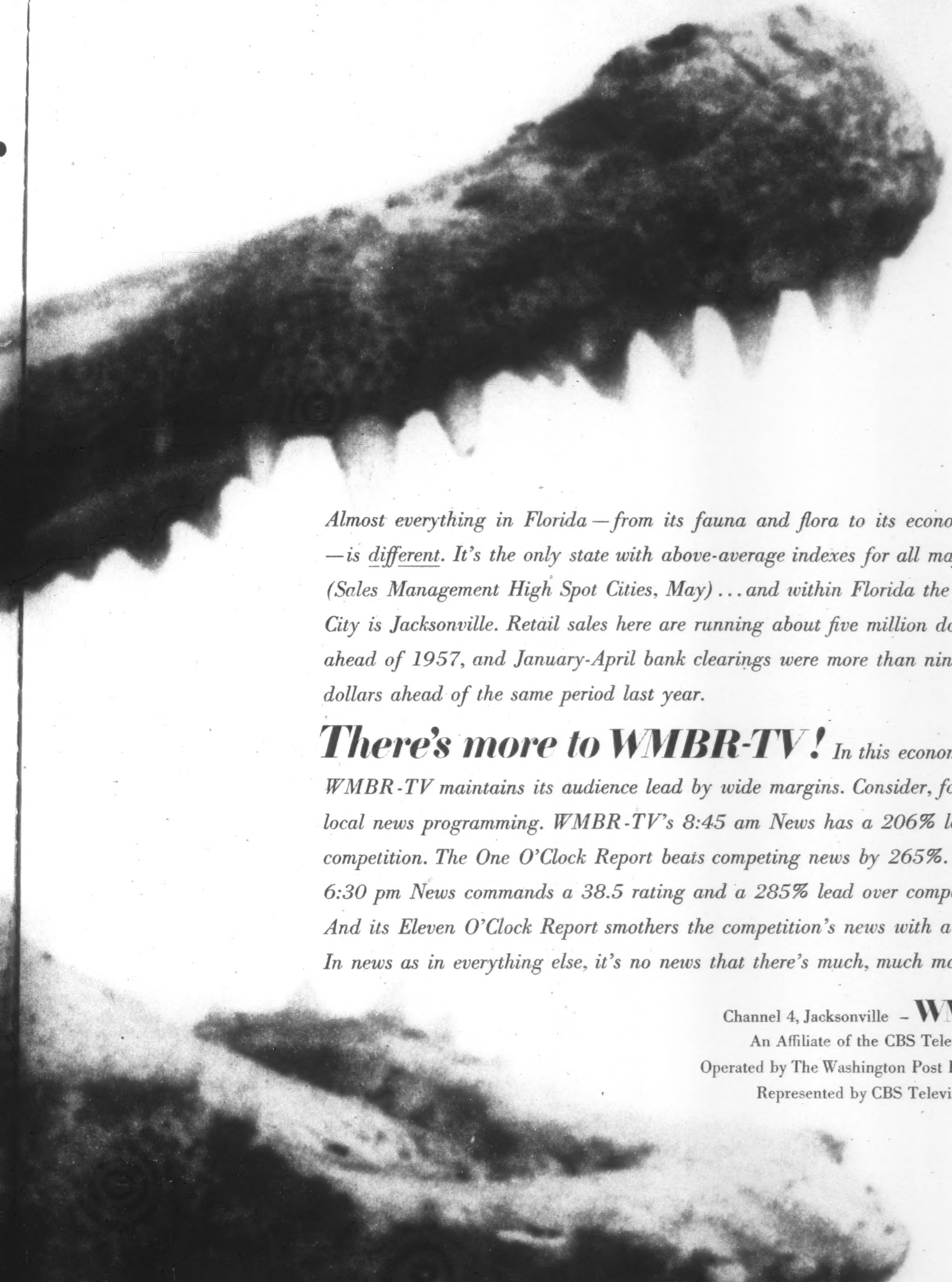
THE COMMODORE TITLE IS LEGIT, bestowed by the Los Angeles Board of Harbor Commissioners for Carl's publicizing of the activities of the great port. The picture has been seen in *Life* and in dozens of newspapers and trade publications, testimonial to the news value of this most spectacular step in KBIG's continuing program to take radio to the people.

PARTICIPATIONS IN CATALINA CRUISE are available at regular time rates, with no extra program cost, each Saturday and Sunday . . . 10 a.m. to 12:15 p.m. outbound, 4:00 to 6:00 p.m. inbound. Dry-land avails too may be obtained from your KBIG or Weed contact, any time.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

There's more to Florida...



Almost everything in Florida—from its fauna and flora to its economic outlook—is different. It's the only state with above-average indexes for all major cities (Sales Management High Spot Cities, May) . . . and within Florida the Highest Spot City is Jacksonville. Retail sales here are running about five million dollars a month ahead of 1957, and January-April bank clearings were more than nine million dollars ahead of the same period last year.

There's more to WMBR-TV! *In this economic paradise, WMBR-TV maintains its audience lead by wide margins. Consider, for example, local news programming. WMBR-TV's 8:45 am News has a 206% lead over the competition. The One O'Clock Report beats competing news by 265%. WMBR-TV's 6:30 pm News commands a 38.5 rating and a 285% lead over competing news. And its Eleven O'Clock Report smothers the competition's news with a 663% lead. In news as in everything else, it's no news that there's much, much more to . . .*

Channel 4, Jacksonville – **WMBR-TV**
An Affiliate of the CBS Television Network
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Source: Latest ARB

JEFF'S COLLIE

Lassie will help you get a big profit bite out of your market locally, as JEFF'S COLLIE, just as she has done for her network sponsors. There Lassie trounced every program series placed against it, regardless of what it was . . . quiz . . . comedy . . . drama . . . adventure . . . live or film. Lassie always won out. In fact, Lassie's share of the total audience usually equalled the share of all the other regular network series placed in opposition — put together! Already JEFF'S COLLIE has been signed up for New York, Chicago, Los Angeles, Philadelphia, Detroit, Atlanta, Dallas, New Orleans, Houston, Boston, Salt Lake City, Miami and over 100 markets. For your own market, phone or wire collect Michael M. Sillerman, Television Programs of America, Inc., 488 Madison Ave., N. Y. 22, PLaza 5-2100.

TPA

JEFFERSON DRUM

The age of mechanization has finally reached television. This must be so. The only possible explanation for *Jefferson Drum's* sterile perfection is that it is written, acted, directed and produced on an automatic assembly line, untouched by human hands. No other method could produce so stylized and innocuous a program, ingeniously cut to a pattern of just enough action to keep the viewer awake for the commercials without disturbing him by asking for any response of either intellect or emotion to what he sees on his tv screen. Nothing that occurred in the course of "The Outlaw" had half the impact of Jack Gregson's pitches for Old Golds.

The story opens with Jefferson Drum and his son riding in the hills outside of the western town in which Mr. Drum publishes his newspaper. They are halted by a masked bandit, who is promptly revealed as a runaway girl of 17 dressed in boy's clothes. Her true femininity is demonstrated by her bowl-of-soup-in-the-face reaction to the catty comments of the saloon hostess and her sisterly checker game with Drum's son Joey. News of the capture of a long-sought desperado leads to the confession that she is his wife and, when he gets away and comes to take her to Mexico and "a new life," she resists Drum's arguments and would have gone if the sheriff hadn't killed her man. The final scene shows her boarding the stage back home, properly attired in a dress for which she promises to send Drum the money as soon as she gets a job and earns it. Typical speech: "If my folks had been as understanding as you, I'd never have run away."

What all this had to do with crusading journalism in the old West, purported theme of the series, was never revealed. Too bad, for Jeff Richards is a handsome, likable actor who appears capable of handling more difficult assignments than this, which the basic fighting-journalist storyline should certainly be able to provide. But that might spoil the program's pattern of undistinguished mediocrity toward which all forces have so diligently striven.

Production costs: Approximately $37,500.

Sponsored by P. Lorillard Co. (Old Golds) through Lennen & Newell, N.Y., and Chemstrand Corp. (Nylon) through Doyle Dane Bernbach, N.Y., on NBC-TV, Fri., 8-8:30 p.m. EDT. Started April 25.

Goodson-Todman Production, filmed at Screen Gems, Hollywood, in association with NBC-TV. Producer: Matthew Rapf; director: Herman Jones; assistant director: Eddie Saeta; production supervisor: Seymour Friedman; writer, "The Outlaw": Antony Ellis.

COWTOWN RODEO

It is highly unlikely that this summer replacement program will be missed when it completes its cycle in the early fall. No doubt, some of the younger fry will enjoy the saddle bronc and bareback riding, brahma bull riding, calf roping and steer wrestling. But these events are repeated one after the other by various cowhands and it gets mighty tiresome for a whole hour. Riding the bull and the steer wrestling somehow don't look so exciting as they do in the movies or on tv westerns. The program originates live from WFIL-TV Philadelphia, which picks up the rodeo from "Cowtown, U.S.A.," 20 miles south of Philadelphia.

Production costs: Approximately $12,000.

Sustaining on ABC-TV, Mon., 7:30-8:30 p.m., EDT. Started June 16.

Executive producer: Lewis Klein; rodeo producer: Howard "Stoney" Harris; director: Ed Moore.

Commentator: Marty Glickman.

CONFESSION

". . . In a moment this man's personal testimony . . . about this man, his family and his future," producer-moderator Jack Wyatt was saying before he was abruptly cut off by a commercial, resuming, "He appears on *Confession* to show an intimate side of his life as he sees it in an effort to deglamorize crime. There has been no attempt to censor his story."

What followed on ABC-TV's newest venture into the jungle of the controversial interview was the story of Herby Fairris, his family of notorious Southwest criminals and his associations with other desperadoes.

Confession seeks to find out "why people commit crimes." Herby Fairris described his start at an early age, tampering with a motor vehicle, and subsequent acts of forgery, robbery and assault. Now released from Texas State Prison after his fourth jail term, Herby Fairris told of being arrested 200-250 times.

Mr. Fairris later married the sister of Raymond Hamilton (subsequently electrocuted after a daring prison escape), and worked with Clyde Barrow (convicted of 12 killings) and other criminals. He lost one brother in a police gun battle; another, along with one of his sons, is in Texas State Penitentiary, while a second son was executed last year for killing a policeman. One of his wives also killed two men.

After extracting the criminal's story, Mr. Wyatt interviewed a minister who felt "wrong has done a better job of righting people than right" and a psychiatrist who held heredity is not a factor in crime "but is infectious". Analyzing the Fairris criminal pattern, Mr. Wyatt and the psychiatrist concluded, "The amazing thing about this man is his tolerance." A recorded statement by Herby Fairris' sobbing sister lent a *This Is Your Life* element.

As all Dallas viewers (of WFAA-TV) know from watching *Confession* for several months, producer Wyatt handles questioning and interpolating chores with articulate ease. He seeks to guide the story line toward simplicity rather than sensationalism, letting the subject tell his own story, man to man. The result is a low-key and persuasive show.

Production costs: Approximately $10,000.

Local sponsors on ABC-TV, Thurs., 10-10:30 p.m. EDT, by videotape from WFAA-TV Dallas. Started June 19.

Produced by Confession Inc., Dallas and

*
acceptance*

WCCO RADIO DELIVERS... *More Adult Listeners* than all other Minneapolis-St. Paul stations combined!† *More Market:* 1,008,000 radio families in 114 basic area counties of Minnesota, Wisconsin, Iowa and South Dakota. *More Acceptance* through vitality of modern programing for the audience you want to reach. Call or write for full facts.

Nothing sells like acceptance...* **WCCO Radio

Minneapolis-St. Paul. The 50,000-Watt Giant
In tune with the great Northwest
Represented by CBS Radio Spot Sales

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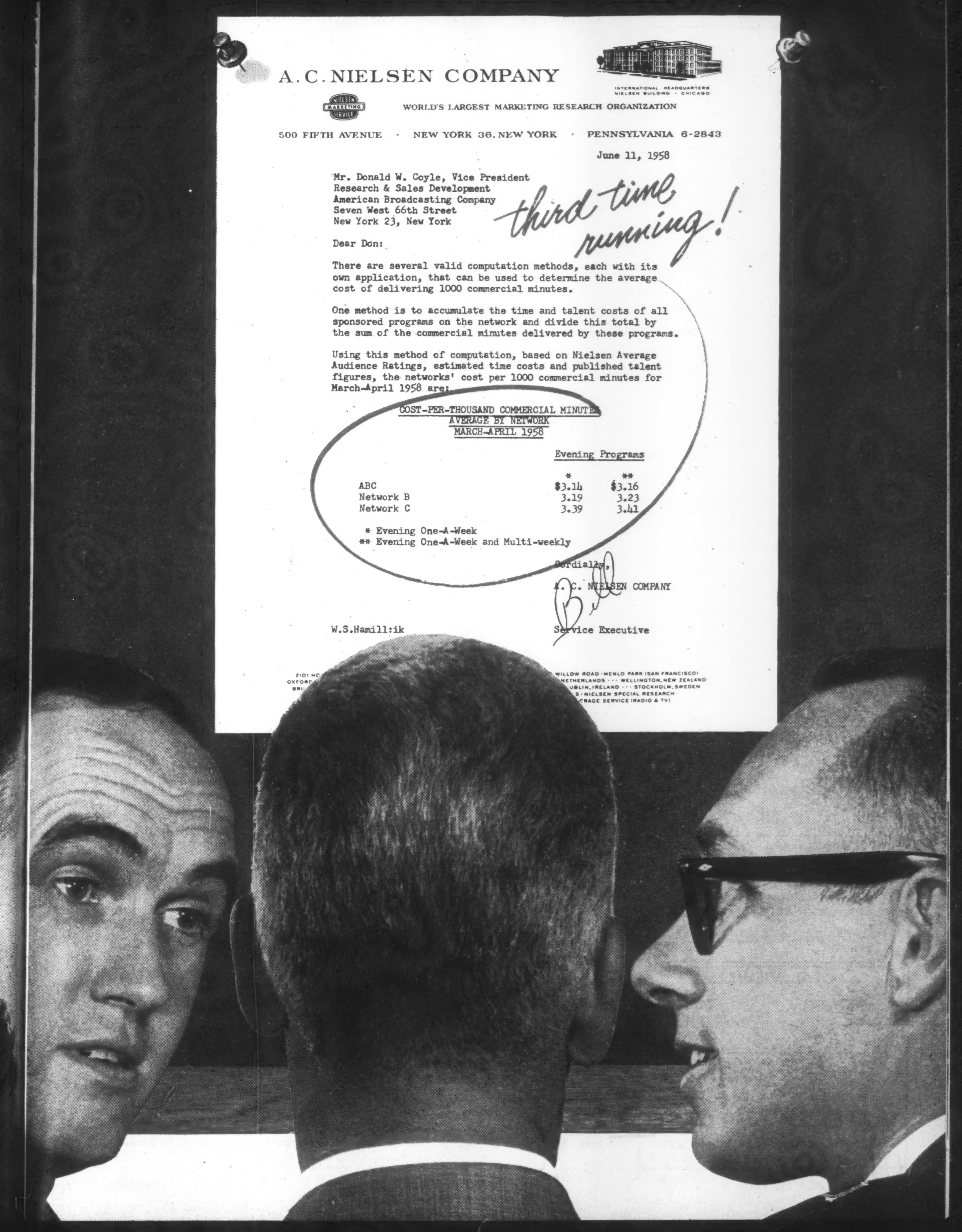
†Nielsen Station Index, Mar.-Apr., 1958 / Station Total, 6:00 AM-Midnight, Mon.-Fri.



A. C. NIELSEN COMPANY

INTERNATIONAL HEADQUARTERS
NIELSEN BUILDING · CHICAGO

NIELSEN MARKETING SERVICE

WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE · NEW YORK 36, NEW YORK · PENNSYLVANIA 6-2843

June 11, 1958

Mr. Donald W. Coyle, Vice President
Research & Sales Development
American Broadcasting Company
Seven West 66th Street
New York 23, New York

third time running!

Dear Don:

There are several valid computation methods, each with its own application, that can be used to determine the average cost of delivering 1000 commercial minutes.

One method is to accumulate the time and talent costs of all sponsored programs on the network and divide this total by the sum of the commercial minutes delivered by these programs.

Using this method of computation, based on Nielsen Average Audience Ratings, estimated time costs and published talent figures, the networks' cost per 1000 commercial minutes for March-April 1958 are:

COST-PER-THOUSAND COMMERCIAL MINUTES
AVERAGE BY NETWORK
MARCH-APRIL 1958

	Evening Programs	
	*	**
ABC	$3.14	$3.16
Network B	3.19	3.23
Network C	3.39	3.41

* Evening One-A-Week
** Evening One-A-Week and Multi-weekly

Cordially,

A. C. NIELSEN COMPANY

W.S.Hamill:ik

Service Executive

New York. Executive producer: Jules Weill; producer-moderator: Jack Wyatt; assistant to producer: Sam Price.

MUSIC BINGO

Ever since the U.S. Court of Appeals overruled the FCC in March 1957 and said that *Play Marko*, a syndicated series, was not a lottery, it became a matter of time before bingo would come to network television; *Marko* was the granddaddy of them all in the early '50's. Today, on any given network or day, the viewer can take his pick of a wide assortment of such parlor games.

A new entry in the current crop is NBC-TV's *Music Bingo*—and the network ought to be made to apologize for inserting it in place of *The Jane Wyman Show*. What emerges is pure hokum mired in a mishmash of complexities—a hybrid of *Name That Tune* and *Stop the Music*.

The format calls for a song title memory test, complete with "Magic Melody," besides all the apparatus of bingo. In the studio two participants vie against each other to identify tunes. Home viewers fill out cards, writing m-u-s-i-c across the top and the first five digits of a telephone number. They attempt to identify special tunes and send in their cards, with winners announced the following week. There are 1,001 prizes (including one of $500), running the familiar gamut of Remington shavers and typewriters, Polaroid cameras, custom kitchens, portable tv sets and three-speed record players, plus such grand awards as a 1958 Chevrolet or Ford station wagon.

As host, young Johnny Gilbert is personable and competent. But the program itself never comes off, largely because bingo has never been so confusing. As such, its entertainment value is considerably diluted. Whether lottery or not, viewers well may decide that bingo tv programming constitutes "a crime" of default by the network and agency involved.

Production costs: Approximately $20,000. Sponsored on alternate weeks by Associated Products Inc. (5-Day deodorant pads) through Grey Adv. and Hazel Bishop through Raymond Spector Co. on NBC-TV Thurs., 10:30-11 p.m. EDT. Started May 29.

Producer: Al Singer; associate producers: Pat Winchester, James McMenemy; director: Perry Lafferty; associate director: Paul Freeman; technical director: O. Tamburri.

POLKA-GO-ROUND

In the summer lull created by the departure of Lawrence Welk's *Top Tunes and New Talent*, ABC-TV is substituting an old folk music format *(It's Polka Time)* with a new face *(Polka-Go-Round)*. Unfortunately the new series is likely to be a sleeper that will go right on sleeping.

If *Polka-Go-Round* proves anything, it is that 60 consecutive minutes of music, no matter how colorful the dancing or catchy the tune, is doomed to failure without imaginative production or camera work.

The first show featured appealing numbers by the Chaine Dancers, Ukrainian Youth Folk Dancers, the Polka Rounders, Dorothy Caruso and Carolyn DeZurik. Bob Lewandowski, actor-singer and an old Polish broadcasting hand on WHFC Chicago, serves somewhat stiffly as the tv show m.c. Easily the best talent on the first program, aside from the authentic Chaine Dancers, are Miss Caruso (premiere guest) and bandleader Lou Prohut, who plays an accordion with all the zest of a stint at a Polish wedding.

Static camera work, however, makes the hour of European folk music seem too long. What promised to be a powerful boilermaker turns out to be flat beer.

Production costs: Approximately $5,000. Sold co-op by ABC-TV, Mon., 8:30-9:30 p.m. CDT (videotaped rebroadcast of WBKB (TV) Chicago program, Sun., 10-11 p.m. CDT). Started June 23.

Producer: Dan Schuffman; director: George Paul; technical director: Steve Gobicy.

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

June 30, July 7 (7:30-8 p.m.) *Haggis Baggis*, sustaining.

July 1, 8 (8-9 p.m.) *The Investigator*, RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

July 2, 9 (9-10 p.m.) *Kraft Mystery Theatre*, Kraft Foods Co. through J. Walter Thompson Co.

July 3 (7:30-8 p.m.) *Tic Tac Dough*, Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

July 3 (10-10:30 p.m.) *The Price Is Right*, Lever Bros. through J. Walter Thompson.

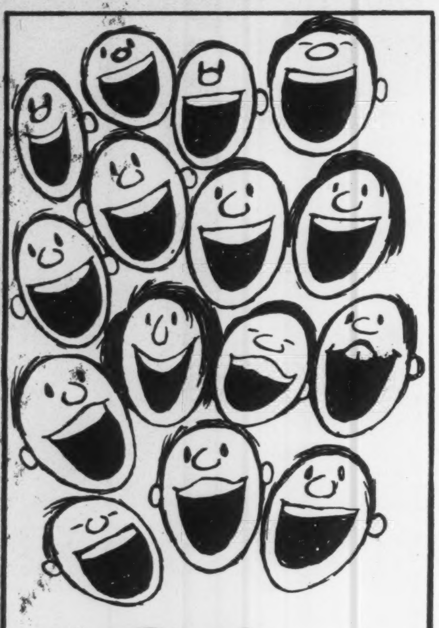
July 4 (7:30-8 p.m.) *The Big Game*, sustaining.

July 5 (8-9 p.m.) *Bob Crosby Show*, participating sponsors.

July 6 (7-7:30 p.m.) *Noah's Ark*, sustaining.

July 6 (8-9 p.m.) *Steve Allen presents Eydie Gorme and Steve Lawrence*, Greyhound and Procter & Gamble through Grey, American Machine & Foundry through Cunningham & Walsh.

July 6 (9-10 p.m.) *The Chevy Show*, Chevrolet through Campbell-Ewald.



* BIG RASCALS
WIN BIGGER AUDIENCE SHARE

BIG RASCALS on WRCV-TV, NBC affiliate in Philadelphia . . . the nation's 4th largest market, registers . . .

228% GREATER ADULT AUDIENCE THAN ITS NEAREST COMPETITION!

April, Nielsen

TOTAL TV HOMES	
Mon-Fri 9-10 A.M.	
WRCV-TV BIG RASCALS	217,500
Station B	72,200
Station C	60,100

TOTAL VIEWERS	
WRCV-TV	326,300
Station B	101,100
Station C	90,200

* *133 RKO Comedies featuring Leon Errol*

GUILD FILMS COMPANY, INC
460 PARK AVE. N. Y. 22, N. Y. MU 8-5365
IN CANADA: S. W. CALDWELL LTD., TORONTO

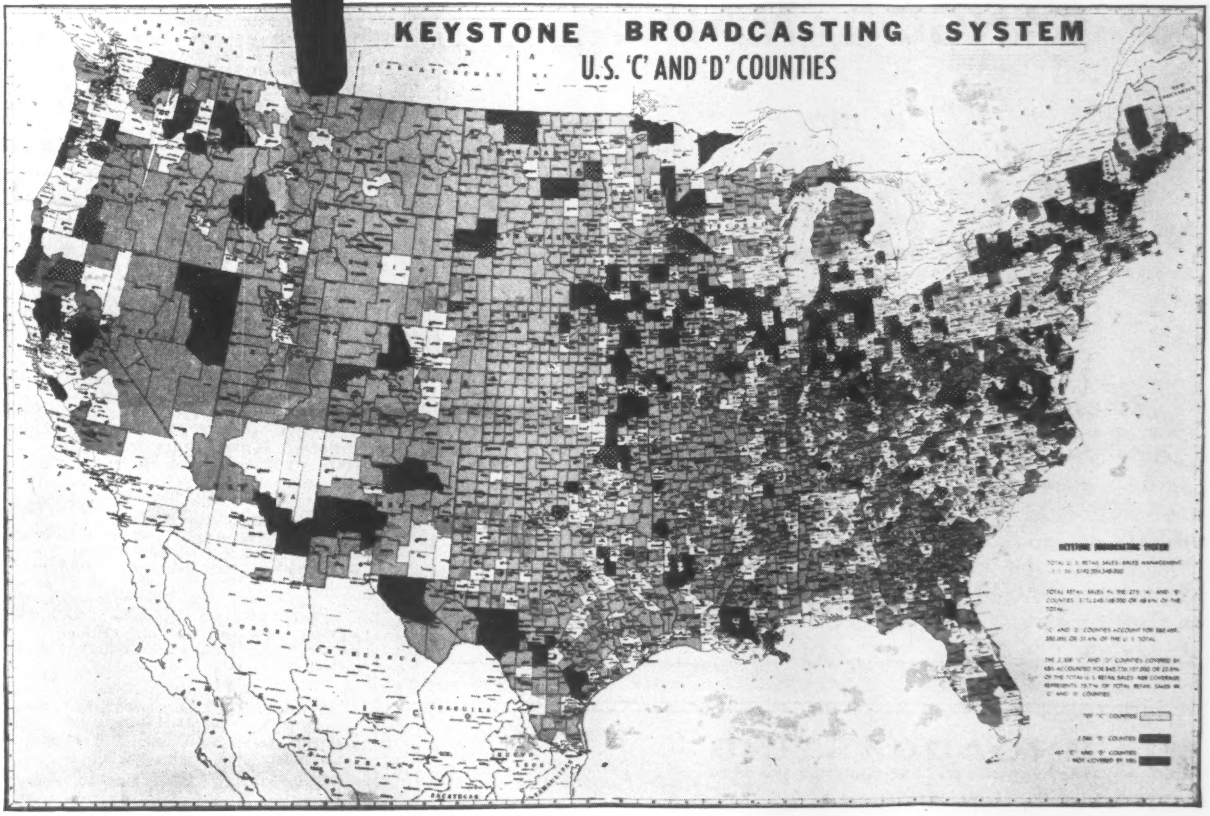
You need this new 24"x36" map

loaded with C & D market facts!

If you're bewitched, bothered and bewildered by the merchandising and marketing merry-go-round in the A & B (discount) markets why not take a look at the Keystone C & D markets . . . where men are men and a list price and a profit are still stylish.

Here are a few quick facts gleaned from our brand new C & D marketing map—yours for the asking:

- Total retail sales in 275 "A" and "B" Counties—132 Billions of dollars or 68.6% of the total.
- Total retail sales in Keystone's C & D markets $60½ Billions of dollars or 31.4% of the U. S. total. (usually forgotten or overlooked)
- K.B.S. gives you 86% coverage of these C & D markets! Nuff said?



Write for your Free 24"x36" map and station list—you'll find them very useful!

KBS
Keystone
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

KEYSTONE BROADCASTING SYSTEM
111 West Washington St., Chicago 2, Illinois

Name__________

Address__________

City__________State__________Zone__________

Correction!

for your station listings . . .

CHANNEL TWO

CBS TELEVISION

BANGOR, MAINE

is now

WLBZ-TV

(You knew it before as W-TWO)

the newest member of the
Rines Radio and Television Stations Group

Rudolph O. Marcoux
General Manager

Represented by
VENARD, RINTOUL & McCONNELL

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**

company name

address

city *zone* *state*

Please send to home address — —

* Occupation Required

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BROADCASTING*
TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

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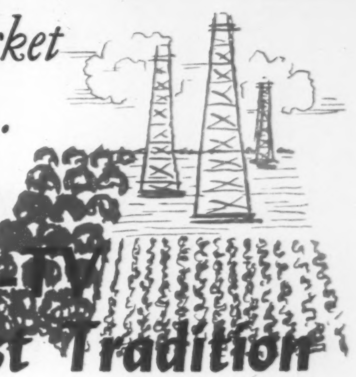
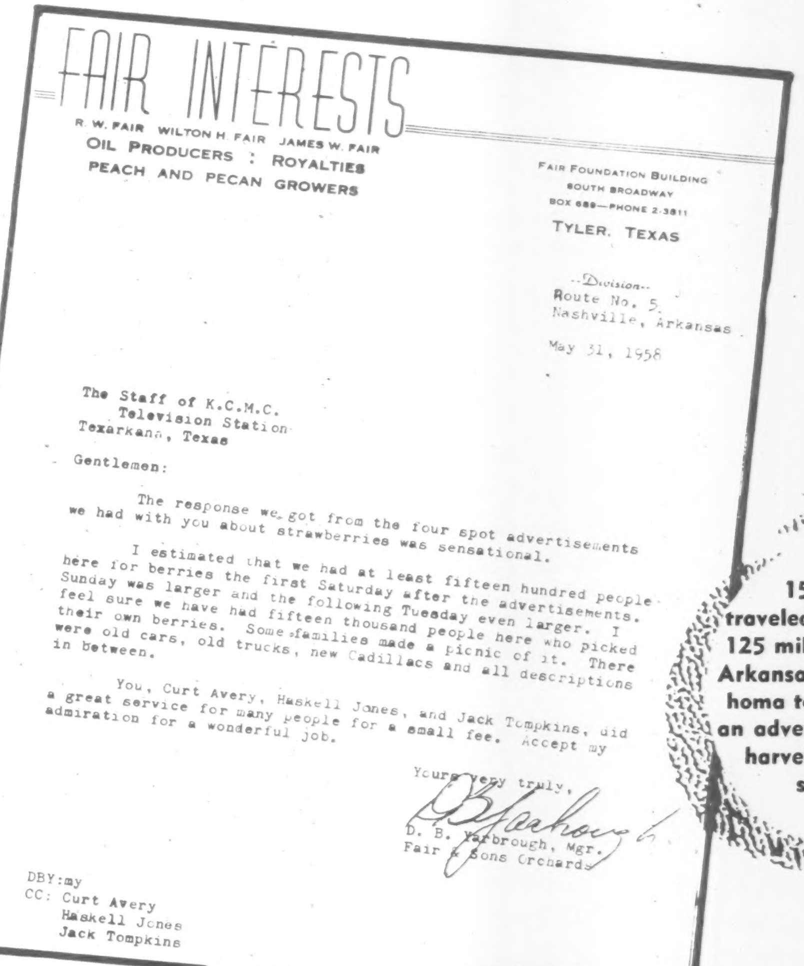


If You can't be In the Market to Witness this Impact . . . .

Here's Proof from a Big Texas Operation that KCMC-TV Sales & Coverage are in the Best Tradition

(Letter reproduced below was absolutely unsolicited and written without station knowledge. Advertiser who is normally not prospect, is known to station only by name and reputation . . and telephoned order for two daytime and two Class B night spot announcements)



FAIR INTERESTS

R. W. FAIR WILTON H. FAIR JAMES W. FAIR
OIL PRODUCERS : ROYALTIES
PEACH AND PECAN GROWERS

FAIR FOUNDATION BUILDING
SOUTH BROADWAY
BOX 689—PHONE 2-3811
TYLER, TEXAS

--Division--
Route No. 5.
Nashville, Arkansas

May 31, 1958

The Staff of K.C.M.C.
Television Station
Texarkana, Texas

Gentlemen:

The response we got from the four spot advertisements we had with you about strawberries was sensational.

I estimated that we had at least fifteen hundred people here for berries the first Saturday after the advertisements. Sunday was larger and the following Tuesday even larger. I feel sure we have had fifteen thousand people here who picked their own berries. Some families made a picnic of it. There were old cars, old trucks, new Cadillacs and all descriptions in between.

You, Curt Avery, Haskell Jones, and Jack Tompkins, did a great service for many people for a small fee. Accept my admiration for a wonderful job.

Yours very truly,

D. B. Yarbrough, Mgr.
Fair & Sons Orchards

DBY:my
CC: Curt Avery
Haskell Jones
Jack Tompkins

15,000 people traveled a radius of 125 miles in Texas, Arkansas and Oklahoma to respond to an advertisement to harvest their own strawberries.

Meet the Personalities who sell the Four States Market

CURT AVERY

"COWBOY CURT'S CARTOON CARAVAN"
4:30-5:00 P.M.
MON THRU FRI

HASKELL JONES

POPULAR PERSONALITY AVAILABLE AS TV HOST AND SALESMAN

JACK TOMPKINS

FARM DIRECTOR
"FARM DIGEST"
12:00-12:15 P.M
MON. THRU FRI

103,831 TV HOMES IN THE THREE STATES ARE READY TO RESPOND TO YOUR SALES MESSAGE TOO!

KCMC-TV

CHANNEL
TEXARKANA, ARK.-TEX.

6

CBS

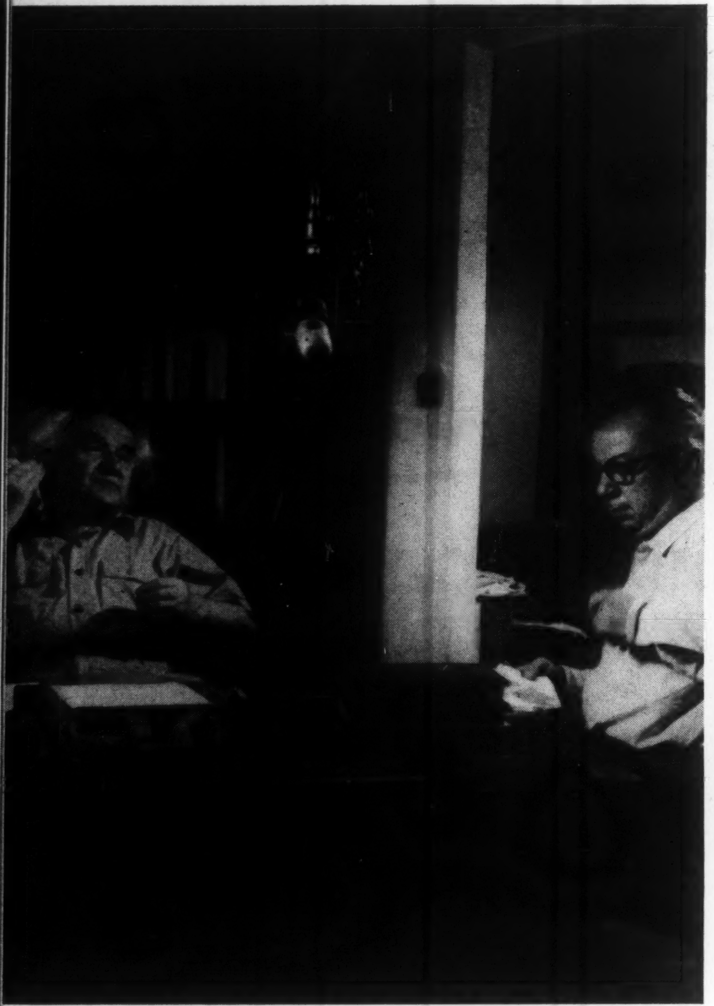
MAXIMUM POWER
RICHARD M. PETERS
GENERAL MANAGER

abc

100,000 WATTS
JACK ROLLINGS
DIR NAT'L SALES & PROMO

REPRESENTED BY VINARD, RINTOUL & McCONNEL, INC.

A UPI Man Is at the



TEL-AVIV—In the study of his home, Premier David Ben-Gurion, in an exclusive interview, comments on Israel's position in the troubled Middle East to United Press International correspondent Eliav Simon.

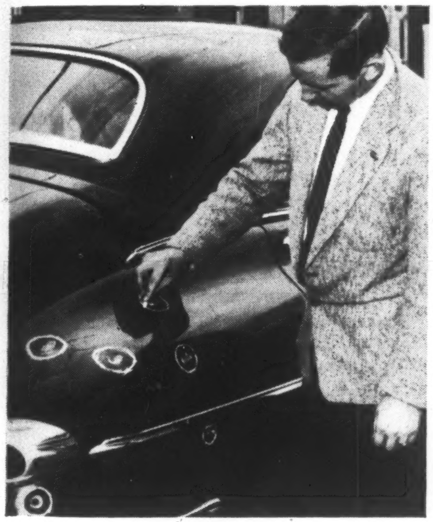
TRIPOLI, Lebanon—Russell Jones, Pulitzer Prize-winning UPI correspondent, reports on rebel street-fighters. A chunk of stone chipped off by a bullet later nicked his face.

COCOA BEACH, Fla.—Mike Ackerman, in cap, heads UPI camera crew on alert for the firing of a Vanguard missile at Cape Canaveral. Other UPI men, left to right, are Bob McNeill, Emile Marone and Russ Yoder.

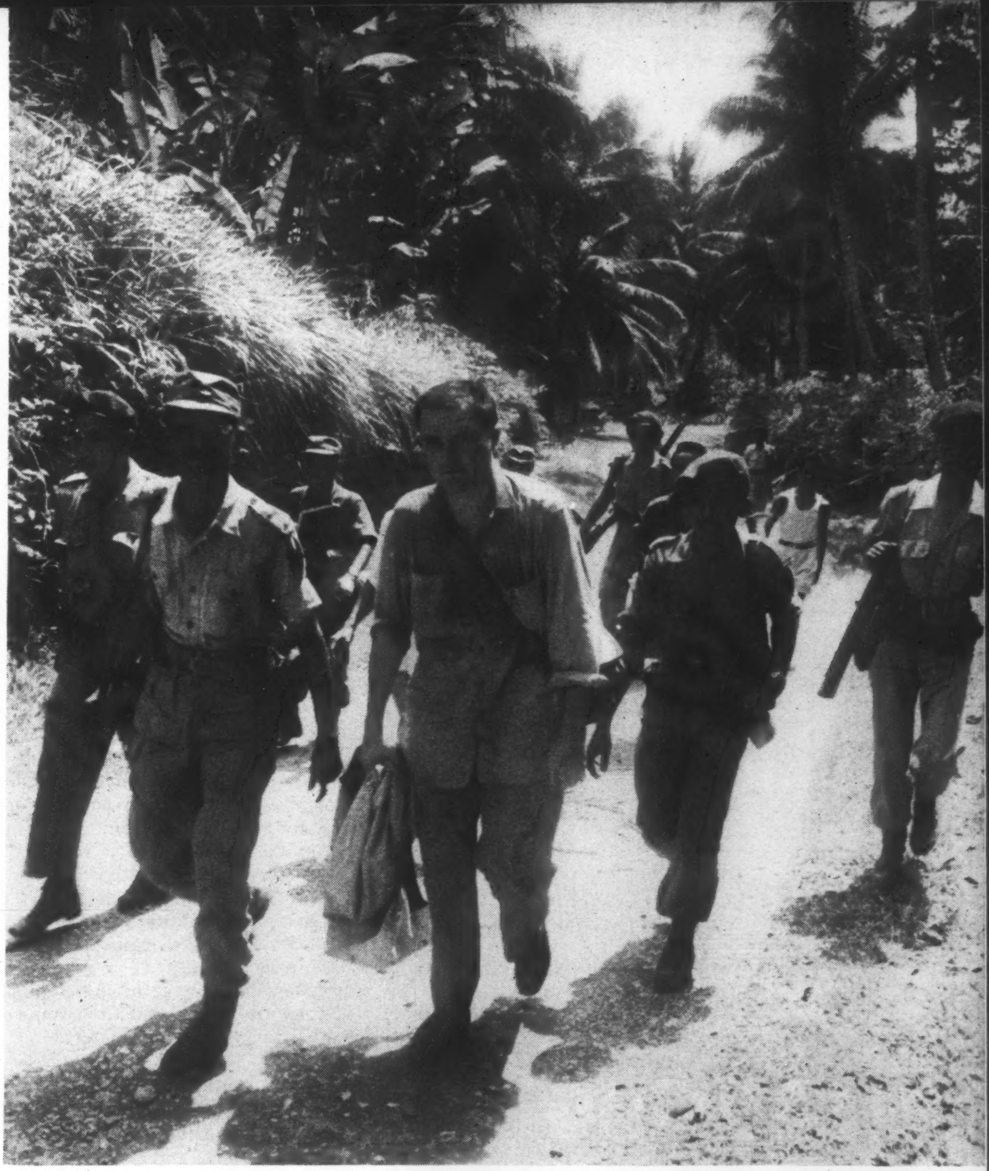
United 1
Press
International

Scene

LONG BEACH, Calif.—As smoke billows from a blazing oil well, UPI's Ron Burton gets the story from pumper Ben Agee.



COLUMBIA, S.C.—UPI's Loyd Jeffers rings bullet marks in fender of his car after covering an Indian raid on a Klan rally.



SOMEWHERE IN CENTRAL SUMATRA—A reporting veteran of the Korean war returns to coverage of a fighting front: Wendell S. Merick, United Press International bureau manager in Hong Kong, walks with revolutionary troops through the Sumatran jungle.

NEW YORK—UN Secretary-General Dag Hammarskjold and UPI's Bruce Munn discuss world affairs over luncheon.

WASHINGTON—Returning to the White House together after a press conference are President Eisenhower, his press secretary, James Hagerty and—his camera ready for action—Frank Cancellare, veteran staff photographer of United Press International.

MORE THAN
100%
Greater Listening Audience

WILS

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WILS	58.3	60.5
Sta. B	25.6	21.2
Sta. C	7.7	9.8
Sta. D	3.7	3.2

C. E. Hooper, March-April, '58

5000
LIVELY WATTS

MORE LISTENERS
THAN ALL OTHER STATIONS
HEARD IN LANSING COMBINED

LANSING

CONTACT
VENARD
RINTOUL &
McCONNELL, INC.

WILS
music news sports

81

ASSOCIATED WITH PONTIAC'S
WPON

OUR RESPECTS

to Edward Walter Allen Jr.

A colleague once described Ed Allen, the chief engineer of the FCC, as "not an engineer, who builds things or makes them work, but a scientist—he's always asking, 'Why?' "

Others who have worked with him use expressions like "competent," "listens to all sides of a problem, then makes up his mind."

In other words Ed Allen is the kind of person one has in mind when the term, "dedicated public servant," is used.

The old-shoe type, Mr. Allen lives for his work. That he is successful is exemplified in several ways.

Item: Only two months ago the professionally top-drawer Institute of Radio Engineers honored the FCC chief engineer with the Harry Diamond Memorial Award. It reads: "Edward W. Allen Jr., for his technical and administrative contributions in the field of radio spectrum utilization."

Item: Only 11 days ago Mr. Allen returned from Moscow where he attended a meeting of the tv panel of the International Radio Consultative Conference (CCIR). In fact, Mr. Allen is chairman of that panel.

The CCIR is an international group of engineers and scientists which works on radio and tv standards for adoption by all countries. The Moscow meeting was in preparation for the telecommunications conference next year in Geneva.

The main interest of the easy-going, unpretentious Mr Allen is radio wave propagation. His contributions, totaling 35 papers either published or read over the past 15 years, run the gamut from a report on vhf field strength measurements to a study of tv service in the Lake Erie region.

Not the least of the work of the FCC's chief engineer is chairing various organs of industry-government effort. In 1945 Mr. Allen was chairman of the *ad hoc* committee which developed the engineering data used by the FCC in establishing fm and tv broadcasting service.

He was a key participant in those joint groups which worked up the technical aspects of color tv, uhf tv, radiation standards, split channels for mobile users, and a host of other highly esoteric matters.

Currently he is sitting on the biggest mountain of reports and comments ever assembled by the FCC—and, in the aggregate, probably the most significant in recent years. These are the studies of the radio spectrum—from 25 mc to 890 mc (which includes both fm and tv broadcasting) and "above 890 mc" (which is packed with government and aeronautical bands and which also includes television studio-transmitter links and remote pickup bands).

A measure of the scientific man is his career in the rarefied atmosphere of national and international technical working groups. Mr. Allen's reads like a blue-ribbon entry: chairman, executive council, Central Radio Propagation Lab.; alternate representative, President's Scientific Research Board; member, American Standards Assn.; member, U.S. committee, International Electrotechnical Commission; chairman, Central Committee on Incidental Radio Devices; member, U.S. National Committee, International Scientific Radio Union (URSI); executive committee, CCIR.

One of Mr. Allen's assets is that he is also a lawyer. He received his LL.B. from George Washington U., Washington, in 1933. He is entitled to practice law before the U.S. Supreme Court and the U.S. Court of Appeals.

Edward Walter Allen Jr. was born in Portsmouth, Va., Feb. 14, 1903. He earned his engineering degree from the U. of Virginia in 1925. He was a student engineer and a research assistant with Westinghouse for two years. He worked for the Chesapeake & Potomac Telephone Co. in Washington for two years. In 1930 he became associated with the U.S. Patent Office in Washington.

In 1935 Mr. Allen was loaned to the FCC for its telephone inquiry and two years later joined the FCC permanently in the Engineering Dept.'s technical information division. He became TID chief in 1946 and five years later, FCC chief engineer. He succeeded Curtis B. Plummer, first chief of the newly established Broadcast Bureau.

Like a true engineer Mr. Allen lists one of his most important associations as the IRE. He is a fellow of that organization. He is also a member of Tau Beta Pi, honorary engineering fraternity.

He lives with Mrs. Allen, the former Myrtle Creel of Washington whom he married in 1932, and his daughter, Nancy, 17, in the Sleepy Hollow section of Fairfax County, Va. He plays golf, delights in 35mm color photography and loves to fish—when he can find time.

Associates recall the proud moment when he took his daughter on her first big fishing trip. She came home loaded with her catch; Mr. Allen was empty-handed.

IN THE PUBLIC SERVICE OF GREATER DETROIT*

★★★★★★★★★★★★★★★★★★★

WKMH

GOES "BEHIND THE SCENES" IN

NIKE BATTERY "C"

85th A.A.A. MISSILE BATTALION

Down "in the pit", where Nike missiles are stored underground, Robin interviews Lt. William Propst, Assistant Battery Executive.

to Promote Better Public Knowledge of

ARMY AIR DEFENSE

Important to our national defense are the Nike Batteries that ring America's vital production centers. In these photos you see WKMH's Robin Seymour of "Bobbin' With Robin" fame going behind the scenes in a Detroit Nike Unit to help publicize this phase of the Army's Air Defense activities. It is one more example of WKMH's continuing promotional efforts on behalf of the armed services and worthwhile civic causes.

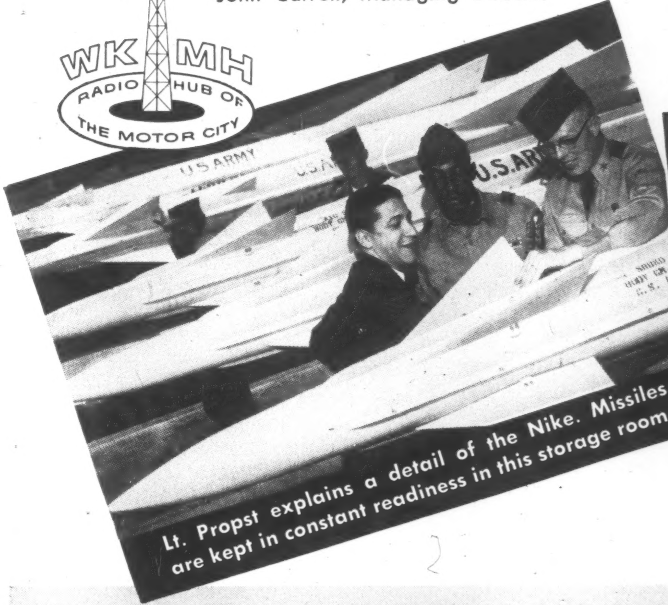
**Thirteenth in a series of ads showing how WKMH serves the Michigan public in Greater Detroit.*

WKMH

DETROIT • DEARBORN

John Carroll, Managing Director

WKMH RADIO HUB OF THE MOTOR CITY



Lt. Propst explains a detail of the Nike. Missiles are kept in constant readiness in this storage room.

Demonstrating "what makes it tick", two experts take the missile apart and show Robin "the works".

KNORR BROADCASTING CORP. FRED A. KNORR, PRES. Represented by HEADLEY REED

another hit

in Washington, D. C.
the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is

wmal-tv

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	31.7%	28.9%
Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

ARB/April 8-14, 1958
represented by H-R Television, Inc.

WNEB
FIRST IN
WORCESTER
MASS. *

From 6:00 A.M. to 6:00 P.M.
More people listen more
often to WNEB — WORCESTER'S
station for adult appeal.

*PULSE – APRIL 1958

Represented by THE BOLLING COMPANY

IN PUBLIC INTEREST

SATCHMO SWINGS • KDKA-TV Pittsburgh collected $88,950 in its seventh Variety Club Telethon for Camp O'Connell, a summer camp for handicapped children. Scheduled only for a brief appearance, Louis (Satchmo) Armstrong played until 6:30 a.m. along with trombonist Jack Teagarden, their jazz setting feet to stomping and pledges to rising. Other stars headlining the 15-hour telethon were Eddie Bracken, Bob (Captain Kangaroo) Keeshan and Virginia Graham.

TORNADO TELETHON • WEAU-TV Eau Claire, Wis., raised $13,000 during a five-hour telethon and radio simulcast for victims of a Wisconsin tornado disaster. The telethon results were "especially gratifying," said General Manager Leo Howard, in that the station had continually plugged for funds the preceding ten days for several other drives. The total cash donation from three of those campaigns amounted to more than $45,000.

SUCCESSFUL APPEAL • WTRY Troy, N. Y., responded to an emergency call from Albany (N.Y.) Hospital with a spot campaign that brought in more than 1,200 pints of whole blood. The blood was needed in order to perform open heart operations on some 500 children at the hospital. After 26 consecutive hours, the WTRY drive resulted in 506 pints pledged through direct calls, doubled pledges at nearby heart association offices and a department-by-department canvass of state employes that netted over 300 pledges.

MONTREAL DRIVE • CJMS Montreal, Que., raised $100,000 for the annual Montreal Polio Drive recently with an all-night show featuring 75 stars of tv, radio, show business and sports. Starting at midnight in a downtown theatre, with an SRO live audience, the broadcast ran until eight a.m. Singer Al Martino headlined the American contingent.

SUMMER SANTA • WFBM Indianapolis found out from the Red Cross that the situation was in hand in flood-ravaged Marion, Ind.—except for toys. Some 100 children quartered in a school were in desperate need of amusement to regain their spirits. When urgent appeals were broadcast over WFBM, the response was immediate and overwhelming. Lake Central Airlines offered a plane to fly the toys the 65 miles from Indianapolis to Marion. Santa Claus came winging in a DC-3 with a happy ending: more than 1,000 toys, books and games were in the children's hands long before bedtime.

COLLEGE SURVEY • WNEW New York has been checking colleges the past year all over the United States, with emphasis on the Middle Atlantic and New England areas, to find openings for graduating high school seniors. WNEW learned that some students were applying to as many as five colleges, being accepted by three, and only going to one, which resulted in unfilled places. WNEW throughout the summer will announce lists of colleges that have openings.

RADIO MARATHON • WADS Ansonia, Conn., raised $5,000 in a recent marathon for the lower Naugatuck Valley Mental Health Assn. Thousands of Connecticut youngsters turned out to watch tv's Wyatt Earp (Hugh O'Brian) kick off the marathon, which featured such stars at Pat Boone, David Wayne, Johnnie Ray, Mindy Carson and many others.

PUBLIC FORESIGHT • KAKC Tulsa, Okla., has initiated a new service feature, *Operation Hazard Cut*, which enlists its audience in a campaign for traffic safety. Listeners are urged by announcers throughout the day to list possible traffic hazards in their areas, such as hidden or removed stop signs or blind intersections, and send the lists to the station. KAKC officials are turning the letters over to authorities for appropriate action.

TRACKDOWN • WOWO Fort Wayne, Ind., assisted in the capture of an Ohio jail escapee by informing police of his arrest on a traffic violation. John Sprouse, wanted by the Lima (Ohio) police on a larceny charge, came to WOWO newsman Bill Tomlinson's attention when he was involved in an auto accident in Fort Wayne and showed improper car registration.

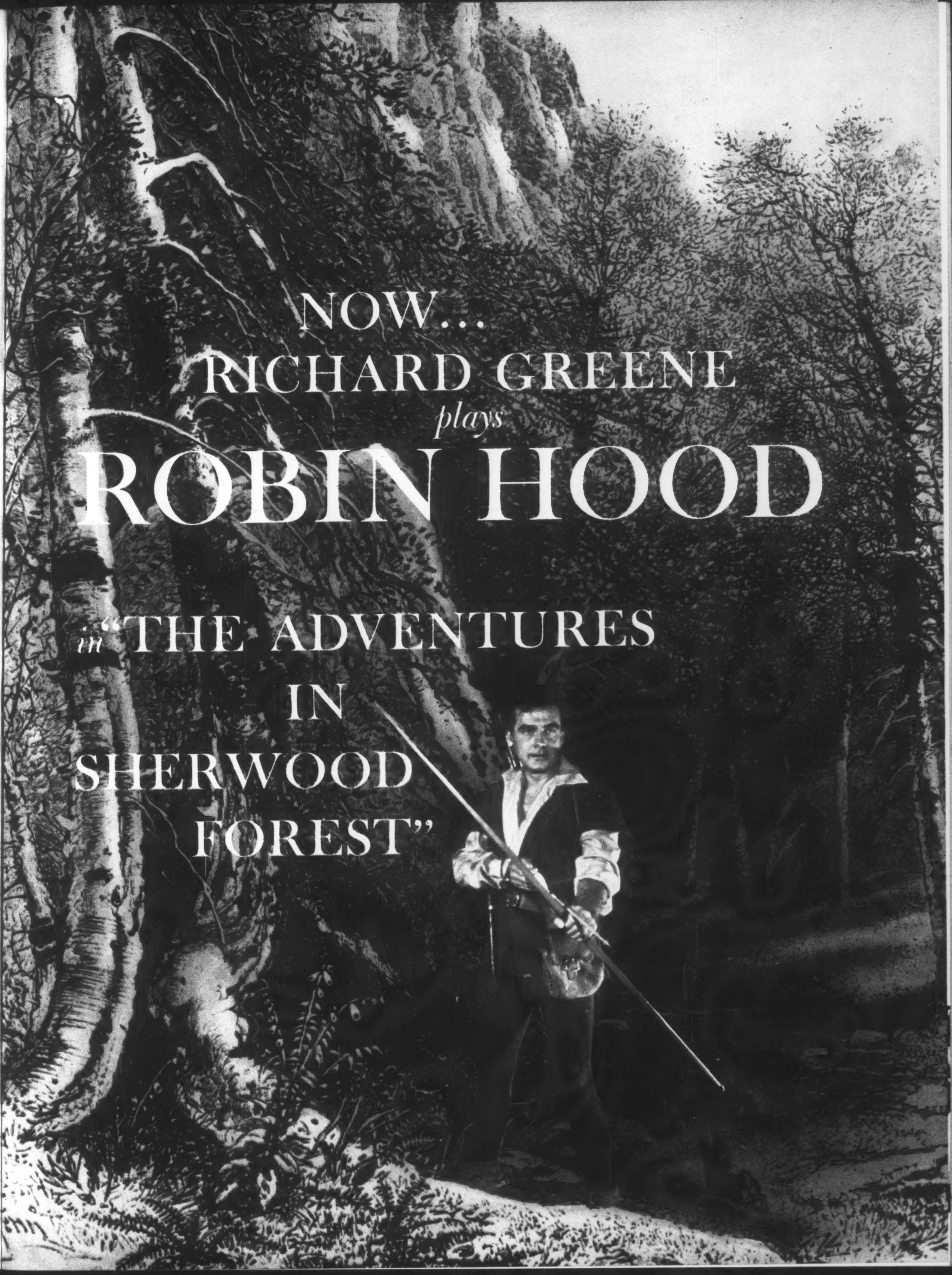
RECORD BROKEN • WDRC Hartford, Conn., has collected a record-breaking $1,814 for the Camp Courant Fund to help finance a summer camp for children. The WDRC campaign is being conducted on the *News Time* program nightly by Jack Zaiman.

New Film Urges Science Careers

A new public service film, "Helping Hands for Julie," is being made available to television by the American Medical Assn., the American Hospital Assn. and E. R. Squibb & Sons. The film was premiered before the Women's Auxiliary to the AMA at the association's annual meeting in San Francisco Wednesday. It is aimed at attracting students into scientific careers by dramatizing the opportunities available.

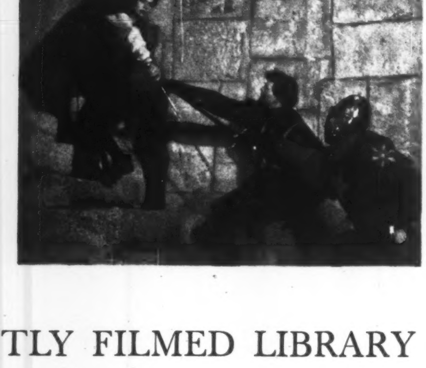
Commuters' Wives Get Break

WSTC Stamford, Conn., adds a new daily programming service for housewives starting today (Monday) with reports on the New York, New Haven & Hartford commuter train movements out of New York City between 5 and 7 p.m. The new service, arranged with the railroad's public relations department, is aimed at ending unnecessary waiting in cars by wives and families at railroad stations. WSTC will get its information reports from the area trainmaster.


NOW...
RICHARD GREENE
plays
ROBIN HOOD
in "THE ADVENTURES
IN
SHERWOOD
FOREST"

ARCHIE DUNCAN plays *Little John*

BERNADETTE O'FARRELL
plays *Maid Marian*



THIS MAGNIFICENTLY FILMED LIBRARY OF ADVENTURES FROM OFFICIAL FILMS with the characters America knows and loves!

Produced by Sapphire Films, Ltd.

The Adventures in Sherwood Forest

THREE SMASH YEARS ON NETWORK
...AND RENEWED FOR A FOURTH YEAR

NOW AVAILABLE FOR STRIP PROGRAMMING!

ALEXANDER GAUGE
plays *Friar Tuck*

ROBIN HOOD COMES ALIVE, TO BECOME YOUR MOST POWERFUL SALESMAN!

Robin Hood and his merry band have become real to millions of families! His thrilling exploits have captured the imagination of young and old, his legends appeal to every age group.

Now you can cash in on ratings that prove Robin Hood's tremendous appeal. Official offers you the hottest sales tool available in years, "THE ADVENTURES IN SHERWOOD FOREST"—a prestige showcase that will *sell every kind of product to every member of the family!*

RICHARD GREENE plays *Robin Hood*

ALAN WHEATLEY
plays the *Sheriff of Nottingham*

SPECTACULAR SETS!

TREMENDOUS CASTS!

TOP STARS!

THRILLING DRAMAS!

ROBIN HOOD WILL SELL TO EVERY MEMBER OF THE FAMILY!

LOOK AT THE FACTS:

Robin Hood has consistently outrated competition in its time spot in city after city.

CITY	NO. OF STATIONS	SHARE OF AUDIENCE
Birmingham	2	**65.3%**
Boston	3	**67.3%**
Buffalo	3	**70.8%**
Charleston-Huntington	3	**70.9%**
Colorado Springs	2	**63.6%**
Dayton	3	**67.8%**
Duluth-Superior	2	**75.1%**

CITY	NO. OF STATIONS	SHARE OF AUDIENCE
Jacksonville	2	**92.3%**
Los Angeles	7	**44.0%**
Miami-Ft. Lauderdale	3	**64.7%**
New York	7	**42.9%**
Norfolk	2	**81.2%**
Philadelphia	4	**57.6%**
Providence	2	**72.8%**
Rochester	2	**69.6%**
San Antonio	3	**61.5%**

Robin Hood has achieved top national ratings: 39.1, 38.1 and 37.2 Nielsen

Same sponsors for three years... and their sensational sales records show why!

Over $2 million in merchandise sales from **Robin Hood** products! 33 licensed manufacturers offer products for premiums, contests, giveaways, to cash in on the tremendous appeal of **Robin Hood**!

"THE ADVENTURES IN SHERWOOD FOREST"

IS THE BUY OF THE YEAR!

See the man from Official for availabilities. **OFFICIAL FILMS, INC.** 25 West 45th Street, New York, N. Y.

REPRESENTATIVES: ATLANTA / *Jackson 2-4878* • BEVERLY HILLS / *Crestview 6-3528* • CHICAGO / *Dearborn 2-5246*
CINCINNATI / *Cherry 1-4088* • DALLAS / *Emerson 8-7467* • FAYETTEVILLE / *Hillcrest 2-5485* • FT. LAUDERDALE / *Logan 6-1981*
MINNEAPOLIS / *Walnut 2-2743* • SAN FRANCISCO / *Juniper 5-3313* • ST. LOUIS / *Yorktown 5-9231*

Y!

. Y.

1981

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 26 **JUNE 30, 1958**

THE TOP 40 FORMULA—UNDER FIRE

● NBC timebuyers panel votes no confidence in 'Top 40' stations
● Unexplained: why same stations draw so much national business
● Inevitable: more clamorous controversy over radio formats

The part that programming plays in the buying of national and regional spot time on radio stations is examined at length in the latest NBC Spot Sales Timebuyer Opinion Panel survey report, released for publication today (June 30).

Virtually sure to stir up a new furor over local station programming, the study reports relatively little timebuyer confidence in the selling ability of so-called "Top 40 Tunes" stations. The "standard music and news" and "varied programming" stations are preferred by eight to ten times as many timebuyers, according to the NBC report.

The study—whose controversial nature is pointed up by the fact that some of the most heavily bought stations in the country are often classified as "Top 40 Tunes" stations—also explores such additional subjects as:

• The importance of local personalities (considerable);

• Whether local business volume is a clue to a station's acceptance in the market (opinion "evenly divided");

• Type of program most apt to sell for an adult product (news, weather and traffic data);

• Preferred length and handling of newscasts (five minutes, rewritten and updated frequently).

In announcing the survey results, Thomas B. McFadden, vice president for NBC Spot Sales, said responses were received from 258 panelists representing 203 different agencies or agency offices. Some 37% of the respondents are with agencies billing more than $5 million a year in radio-tv, according to the report, which also noted that "virtually all the major agencies as well as a great many smaller ones in every section of the country" were represented in the answers, which were tabulated by Barnard Inc., New York, an independent firm.

Mr. McFadden said the subject—local radio programming—was proposed by the panelists themselves in response to a request for suggestions. "Presumably they felt, and we at NBC Spot Sales agreed," he said, "that the 'changing nature' of timebuying has been, in one major area, a direct result of the 'changing nature' of radio programming."

In setting up the questionnaire, NBC Spot Sales categorically defined three types of programming, "in order to minimize variances in the interpretation of questions by the panelists." It also "suggested that panelists think in terms of products that are purchased primarily by adults, since most national spot radio advertising falls in this area."

The program definitions:

"Top 40 Tunes—stations that primarily feature current pop tunes, generally the top 40 hits of the day.

"Standard music and news—stations that feature standard as well as current pop tunes, and thus cater to a wider variety of popular music tastes.

"Varied programming—stations that carry such programming as interviews and dramatic serials as well as music and news."

The report recognized that there are many different types of stations but said "it was felt that the great majority of radio stations bought by national advertisers fell into one or another of these three categories."

Highlights of NBC Spot Sales' summary of its findings:

Despite the influence of ratings, the report said, 86% of the panelists replied that they consider program format as well as "the numbers" in buying saturation spot radio schedules (see Question 2 page 36). Ten percent said they bought such schedules on ratings alone. And more than nine out of ten (94%) felt the type of programming around a commercial "has a definite bearing on that commercial's sales effectiveness."

HOW 258 TIMEBUYERS RANK THE THREE BASIC KINDS OF TODAY'S RADIO STATIONS

NBC Spot Sales officials concluded from the comments that program format influences a commercial's effectiveness in three ways:

"A. Certain types of programs create a mood or atmosphere compatible with the type of product or type of copy approach used to sell the product; that it, in other words, sets the proper psychological climate for the commercial message.

"B. The nature of the programming itself tends to pre-select the type of audience an advertiser wants to reach.

"C. The nature of the program determines to an important extent the degree of conscious 'foreground' listening and the attention level of the audience."

Asked which of the three given types of station they would expect to do a better job for a product bought primarily by adults, the panelists replied predominantly for standard and varied-programming stations, as indicated in question 4, the report said, adding that "it is interesting to note that among the larger agencies, varied-programming and standard music and news stations ran a tie . . . [while] in the smaller shops varied-programming stations received 53% of the mentions to standard music and news' 39%."

The report showed 86% of the panelists felt that listeners' "attention levels" varied according to type of station (Question 3) and that 69% "thought that varied-programming stations commanded the attention of their listeners to a greater extent than any other types of stations" while 29% voted for standard music and news stations and 4% for "Top 40 Tunes" stations.

The NBC Spot Sales timebuyer opinion panel was formed early this year "to serve as a medium of expression for timebuyers as a group and individually to shed light on the changing nature and increasing problems of timebuying."

The first report, on ratings, was issued in March [Lead Story, March 24]. The radio programming study is the second.

As with the first report, NBC officials emphasized that the findings of the panelists "are not meant to be projected to the thousands engaged directly or indirectly in the purchase of broadcast time. But we do feel that the opinions and comments of this important segment should be of great interest throughout the advertising and broadcasting industries."

HOW 258 TIMEBUYERS RANK TODAY'S

Does programming matter?

QUESTION 1: ASIDE FROM AUDIENCE SIZE AND COMPOSITION, DO YOU FEEL THAT THE TYPES OF PROGRAMMING SURROUNDING A RADIO COMMERCIAL HAS ANY BEARING ON THE COMMERCIAL'S SALES EFFECTIVENESS?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
Yes	242	94	91	96	151	93
No	12	5	4	4	8	5
Don't Know	4	1	—	—	4	2
Total Respondents	258	(100)	95	(100)	163	(100)

QUESTION 2: IN BUYING SATURATION SPOT RADIO SCHEDULES, ARE YOU USUALLY ABLE TO TAKE TIME TO CONSIDER THE PROGRAM FORMAT AS WELL AS THE RATING OF THE PROGRAM?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
Program format plus rating	221	86	83	87	138	85
Rating only	25	10	9	10	16	10
Program format only	8	3	1	1	—	4
Not Reporting	4	1	2	2	2	1
Total Respondents	258	(100)	95	(100)	163	(100)

Do listeners listen?

QUESTION 3: THERE'S BEEN MUCH DISCUSSION RECENTLY ABOUT HOW MUCH ATTENTION PEOPLE PAY TO COMMERCIALS ON DIFFERENT TYPES OF RADIO STATIONS. DO YOU PERSONALLY THINK THAT THERE IS ANY DIFFERENCE IN LISTENERS' ATTENTION LEVELS AMONG THE VARIOUS STATIONS?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
Yes	221	86	80	84	141	87
No	26	10	10	11	16	10
Don't Know	7	3	3	3	4	2
Not Reporting	4	1	2	2	2	1
Total Respondents	258	(100)	95	(100)	163	(100)

(IF YES) WHICH DO YOU BELIEVE COMMANDS THE HIGHEST DEGREE OF LISTENER ATTENTIVENESS?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
"Top 40 Tunes" Stations	8	4	3	4	5	4
Standard Music & News Stations	65	29	26	33	39	28
Varied Programming Stations	152	69	53	66	99	70
No Difference	1	—	1	1	—	—
Not Reporting	5	2	1	1	4	3
Total Replying "Yes" Above	221	(100)	80	(100)	141	(100)

Note: Percents add to more than 100 because some respondents mentioned more than one category

How to reach adults

QUESTION 4: IN MANY MARKETS, THE STATIONS FEATURING TOP 40 PROGRAMMING RECEIVE HIGHER RATINGS THAN STATIONS OFFERING A MORE VARIED FARE. ASSUMING YOU BOUGHT ALL THREE TYPES OF STATIONS FOR A PRODUCT PURCHASED PRIMARILY BY ADULTS, WHICH ONE WOULD YOU EXPECT TO DO THE BEST SALES JOB FOR YOUR PRODUCT?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
"Top 40 Tunes" Stations	12	5	4	4	8	5
Standard Music & News Stations	104	40	40	42	64	39
Varied Programming Stations	127	49	40	42	87	53
No Difference	6	2	5	5	1	1
Not Reporting	23	9	12	13	11	7
Total Respondents	258	(100)	95	(100)	163	(100)

QUESTION 5: AGAIN THINKING IN TERMS OF A PRODUCT PURCHASED PRIMARILY FOR ADULTS, WHAT DO YOU CONSIDER TO BE THE IDEAL PROGRAM FORMAT FOR MAXIMUM COMMERCIAL EFFECTIVENESS?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
Music-rock 'n roll or "Top 40"	11	4	—	—	11	7
Music-standard pop tunes	114	44	38	40	76	47
Dramatic program	52	20	22	23	30	18
Chit-chat or interview program	46	18	21	22	25	15
Sports	66	26	23	24	43	26
Comedy program	26	10	9	9	17	10
News, weather, traffic	168	65	62	65	106	65
Other	24	9	5	5	19	12
Not Reporting	33	13	10	11	23	14
Total Respondents	258	(100)	95	(100)	163	(100)

Note: Percents on both questions add to more than 100 because some respondents mentioned more than one category.

Which is most 'modern'?

QUESTION 6: WHICH STATION CATEGORY DO YOU FEEL HAS DONE THE BEST JOB OF BRINGING ITS PROGRAMMING IN LINE WITH MODERN LISTENING DEMANDS?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
"Top 40 Tunes" Stations	46	18	26	27	20	12
Standard Music & News Stations	134	52	48	51	86	53
Varied Programming Stations	66	26	17	18	49	30
No Difference	4	4	2	2	2	1
Not Reporting	22	9	7	7	15	9
Total Respondents	258	(100)	95	(100)	163	(100)

Note: Percents add to more than 100 because some respondents mentioned more than one category.

Quality and length of news

QUESTION 7: ASSUMING THAT YOU ARE BUYING NEWS PROGRAMS FOR ONE OF YOUR ACCOUNTS. WHICH DO YOU CONSIDER THE MOST DESIRABLE LENGTH?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
5 minutes	122	47	43	45	79	49
10 minutes	32	13	14	15	18	11
15 minutes	41	16	10	11	31	19
Doesn't matter, no difference	52	20	22	23	30	18
Not Reporting	11	4	6	6	5	3
Total Respondents	258	(100)	95	(100)	163	(100)

QUESTION 8: THERE ARE TWO GENERAL WAYS IN WHICH NEWSCASTS ARE HANDLED BY STATIONS. SOME STATIONS PRESENT THE NEWS ESSENTIALLY THE WAY IT COMES OVER THE NEWS TICKER; OTHER STATIONS OFTEN REWRITE THE NEWS, ADD AMPLIFYING COMMENTARY AND/OR SUPPLEMENT THE WIRE NEWS WITH THEIR OWN NEWS-GATHERING FACILITIES, MOBILE UNITS, ETC.

FROM THE STANDPOINT OF COMMERCIAL EFFECTIVENESS, DO YOU THINK THAT THERE IS ANY DIFFERENCE BETWEEN THESE TWO METHODS, AND IF SO, WHICH IS PREFERABLE?

	Total		Broadcast Billings Over $5,000,000		Broadcast Billings Under $5,000,000	
	#	%	#	%	#	%
No difference	32	12	18	19	14	9
Prefer direct-off-the-wire newscasts	23	9	9	9	14	9
Prefer more elaborate newscasts	198	77	68	72	130	79
Not Reporting	5	2	—	—	5	3
Total Respondents	258	(100)	95	(100)	163	(100)

PRINCIPAL RADIO STATION FORMATS

Are personalities important?

QUESTION 9: IN YOUR OPINION, HOW IMPORTANT A FACTOR IS THE PERSONAL SALESMANSHIP OF A RADIO PERSONALITY IN THE SALES EFFECTIVENESS OF A COMMERCIAL?

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Of great importance	165	64	53	56	112	69
Of some importance	88	34	40	42	48	29
Of minor or no importance	4	2	1	1	3	2
Not Reporting	1	—	1	1	—	—
Total Respondents	258	(100)	95	(100)	163	(100)

QUESTION 10: DO YOU THINK THAT OVER THE LAST FEW YEARS THE IMPORTANCE OF THIS FACTOR (PERSONALITY SALESMANSHIP) HAS INCREASED, DECREASED OR REMAINED ABOUT THE SAME?

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Increased	108	42	32	34	76	47
Decreased	71	27	32	34	39	24
Remained the same	72	28	29	30	43	26
Not Reporting	7	3	2	2	5	3
Total Respondents	258	(100)	95	(100)	163	(100)

QUESTION 11: BY AND LARGE, WHICH OF THE THREE TYPES OF STATIONS WOULD YOU SAY HAVE BETTER PERSONALITIES FROM A PRODUCT SALESMANSHIP STANDPOINT?

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
"Top 40 Tunes" Stations	33	13	6	6	27	17
Standard Music & News Stations	98	38	41	43	57	35
Varied Programming Stations	122	47	42	44	80	49
No Difference	3	1	3	3	—	—
Not Reporting	19	7	8	8	11	7
Total Respondents	258	(100)	95	(100)	163	(100)

Note: Percents add to more than 100 because some respondents mentioned more than one category.

How to 'feel' a station

QUESTION 12: EVERY RADIO STATION HAS A CERTAIN PROFILE OR STATUS WITHIN ITS MARKET. WHILE MOST LISTENERS AND LOCAL ADVERTISERS HAVE A PRETTY GOOD IDEA OF WHAT THIS PROFILE IS FOR A GIVEN STATION, TIMEBUYERS ON NATIONAL ACCOUNTS OFTEN ARE SHOWN LITTLE ABOUT THAT STATION BEYOND ITS RATINGS. WHAT TYPES OF THINGS DO YOU LOOK FOR, OR WHAT KIND OF INFORMATION WOULD YOU LIKE TO HAVE IN ORDER TO GET "THE FEEL" OF A STATION IN ITS MARKET?

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Programming, type of audience	194	76	76	80	118	73
Talent, personalities	83	32	35	37	48	29
Community acceptance, public service	83	32	34	36	49	30
Caliber, type of advertisers	76	29	29	31	47	29
Ratings, coverage, share	65	25	21	22	44	27
Promotion, advertising, mail pull	62	24	20	21	42	26
Management, reputation	41	16	19	20	22	13
Facilities or equipment	34	13	9	9	25	15
Merchandising Services	32	12	9	9	23	14
All Others	42	16	16	17	26	16
Not Reporting	12	5	7	7	5	3
Total Respondents	258	(100)	95	(100)	163	(100)

Note: Percents add to more than 100 due to multiple mentions.

How choices are made

QUESTION 13: MANY TIMEBUYERS ESTABLISH DEFINITE PREFERENCES FOR CERTAIN STATIONS IN GIVEN MARKETS. PLEASE INDICATE THE RELATIVE RANK OF IMPORTANCE OF EACH OF THE FOLLOWING FACTORS WHICH GUIDE YOU IN ESTABLISHING SUCH PREFERENCES:

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
First Choice	#	%	#	%	#	%
Type of programming	59	23	13	14	46	28
Personalities	4	2	—	—	4	2
Ratings	33	13	18	19	15	9
Ranking within market	68	26	30	32	38	23
Coverage	27	11	15	16	12	7
Past relationship with station, its management, its rep	11	4	2	2	9	5
Merchandising services	—	—	—	—	—	—
Station's profile, personality, or stature	44	17	11	12	33	20
Total Respondents	258	(100)	95	(100)	163	(100)

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
Second Choice	#	%	#	%	#	%
Type of programming	62	24	23	24	39	24
Personalities	15	6	1	1	14	9
Ratings	33	13	18	19	15	9
Ranking within market	38	15	19	20	19	12
Coverage	51	20	20	21	31	19
Past relationship with station, its management, its rep	10	4	1	1	9	5
Merchandising services	3	1	—	—	3	2
Station's profile, personality, or stature	32	12	7	7	25	15
Total Respondents	258	(100)	95	(100)	163	(100)

Note: Percents add to less than 100 because some respondents did not rank all categories.

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
Weighted Ranking*	Score	Rank	Score	Rank	Score	Rank
Type of programming	1469	1	512	3	957	1
Ranking within market	1396	2	536	1	860	2
Coverage	1248	3	492	4	756	4
Ratings	1244	4	530	2	714	5
Station's profile, personality, or stature	1160	5	371	5	789	3
Personalities	989	6	343	6	646	6
Past relationship with station, its management, its rep	712	7	242	7	470	7
Merchandising services	568	8	172	8	396	8
Total Respondents	258		95		163	

*Computed by assigning a weight of "8" for First Choice, "7" for Second Choice, etc., down to "" for Eighth Choice.

What local business means

QUESTION 14: DO YOU BELIEVE THAT THE VOLUME OF LOCAL ADVERTISING ON A STATION INDICATES THE ACCEPTANCE OF THAT TYPE OF PROGRAMMING IN THAT MARKET?

			Broadcast Billings			
	Total		Over $5,000,000		Under $5,000,000	
	#	%	#	%	#	%
Yes	109	42	44	46	65	40
No	105	41	34	36	71	44
Don't Know	31	12	13	14	18	11
Not Reporting	13	5	4	4	9	5
Total Respondents	258	(100)	95	(100)	163	(100)

COMMENTS OF INDIVIDUAL BUYERS ▶

Top 40 formula under fire CONTINUED

WHAT BUYERS THINK OF PROGRAMMING

The tabulated answers of 258 timebuyers to 14 questions which NBC Spot Sales asked in surveying buyers' attitude toward today's radio programming appear on pages 36-37. A 15th question was also asked:

QUESTION 15: ARE THERE ANY OTHER COMMENTS YOU'D CARE TO MAKE ABOUT THE SUBJECT OF RADIO PROGRAMMING?

A total of 154 panelists (80% of the entire panel) availed themselves of the opportunity to comment beyond the scope of the specific questions submitted to them. These comments cover a wide range of subject matter relating to radio programming. These are some of them.

We take a dim view of the station operator who follows the expedient route and permits flagrant over-commercialization of prime time periods. This is a present disservice to the advertisers involved and the radio industry in general. In the long run such abuses cannot help but contribute to the medium's delinquency. **ARNOLD E. JOHNSON,** *director of broadcast facilities, Needham, Louis & Brorby, Chicago*

In my opinion the Top 40 format will, in the long run, be detrimental to the medium. True enough it has proven to be a financial bonanza to many station operators primarily because of the quantitative rating aspects. The all-important qualitative aspects have been ignored entirely or glossed over. What about such important qualitative factors as: (a) believability (b) active or passive listening (c) overall community service (d) reliability (e) the practice of many stations to double, triple spot—or, in some cases, a commercial after every disc (f) d. j.'s who constantly chatter drivel and fancy themselves as clever comedians. The popularity of these stations is not so much due to good, sound salesmanship but rather to lazy, careless buying. **EDWARD F. RITZ,** *media director, Klau-Van Pietersom-Dunlap, Milwaukee*

The use of personalities has declined because stations realize more gross profit by using staff announcers and established formats than they do by using expensive personalities. This trend has no relationship to the sales effectiveness of personalities or the interests of advertisers. Good personalities still pull good ratings and still sell products. Only the stations have benefitted from the change; advertisers and listening public have not. **MAHLON J. SAXON,** *timebuyer, Leo Burnett, Chicago*

There should be greater showmanship in local radio. Too many stations pattern their programming on another station's successful pattern. Program directors should apply more imagination and aggressivenss to keep abreast of the times. **ALICE L. MOONEY,** *timebuyer, Richard A. Foley, Philadelphia*

The money-making, low cost, high rating formula of present Top 40 stations is having its day among inexperienced and short-sighted timebuyers. Shortly this trend will be reversed and these stations will experience a great reduction in advertising revenue when all buyers come to the inevitable realization that you can't sell a product to someone who is paying full attention to a hobby or repair job with a pile of background music going in one ear and coming out of the other for the sake of breaking the lonely quiet of his basement, kitchen or garage. **JACK WALSH,** *chief timebuyer, D. P. Brother, Detroit*

I believe that radio is fast overloading itself with commercials. This can only decrease the effectiveness of each commercial. The listener is bound to close off his ears if the commercials come too often. **H. N. SAGER,** *media director, Kenyon & Eckhardt, Chicago*

Most buyers agree that economy sometimes influences stations to reprogram towards Top 40 formats. However, my first inclination is to support the stations who deliver the services which most people want and appreciate. Unwarranted promotion, gimmicks and pushing the Top 40 down the throats of an audience is not traditional broadcasting. Know your available audience, program to it, and manage your station with some integrity and courage of conviction. **JAMES SCANLON,** *broadcast coordinator, William Esty, New York*

As a former sales manager I never hired a salesman merely because he was able to make a certain number of calls per day (that's exactly what the mere rating of a station tells me). It's important that he call on the right prospects. (A station's programming will usually disclose that.) A good salesman will try to present his story at a time when the prospect is most receptive. (With the magic of music and the power of the human voice, good radio programming may often help to create a proper mood, and a higher degree of receptiveness for the sponsor's sales message. **JACK GELLER,** *radio-tv director, Weiss & Geller, New York*

Programming for the most part is reaching an all-time low. What is happening to the personality? I say stop pushing the station with call letters every other minute. I will take my hat off to any station who tells its listeners to explore the frequency band and then come back to them. In this way stations might stand up and take notice that people will listen to good programming. There is a place for all types of programming but if we have to live with music, why not educate the people to appreciate it. **FRANK MARTIN,** *timebuyer, Cunningham & Walsh, New York*

I'm no swami, and I realize most of my criticisms of radio programming are negative whenever I get on the subject with one of the reps—nevertheless, I think some of the opportunists who've gotten into radio on the basis of "lazy" programming are killing the goose whose golden egg they hope to reap. It amuses me to think that the stations that are mechanically operated by "Top 40 Music sheets" are undoubtedly bought by the mechanical "slide rule buyers." Poetic justice dictates that pretty soon, we'll have stations run by IBM machines, carrying commercials purchased by agencies staffed with IBM media departments. **BILL MONAGHAN,** *media director, John C. Dowd Inc., Boston*

Along with radio's current "revival" there is going to be a general house cleaning within programming departments. There are many stations doing just that right now and getting a lot of publicity over the fact that they are no longer playing "Top 40." The most important fact to remember is that rock-and-roll is simply a current fad and the station that hitches its wagon to a fad without looking ahead will ultimately die with the certain death of all fads. **LEONARD KAY,** *timebuyer, McCann-Erickson, Chicago*

Believe that "phonograph-on-the-air" radio stations are not effective in moving merchandise. We would rather buy a 2 rating with a majority of women listening should we be trying to move

MILDER MUSIC WITH A BEAT

The music popularity chart is the "monster of the industry," a management meeting of Westinghouse Broadcasting Co. radio stations was told last week during panel dissection of the topic "Which Way Music—Wilder or Milder?".

The meeting was told there is too much conformity to lists and polls, or to the other extreme, being different just to be "different" rather than to be "better."

As for the music trend: The consensus is "milder, but with a beat."

The WBC radio management sessions were held Tuesday through Friday at French Lick, Ind., and were patterned after the WBC television management meeting in Savannah, Ga., last December. WBC President Donald H. McGannon presided.

Formula music broadcasting was criticized by the music panel consisting of Mitch Miller, director of artists and repertoire, Columbia Records; composer Robert Allen, and Westinghouse disc jockeys Joe Finan, KYW Cleveland, and Don Lind, WIND Chicago. Music programming also highlighted a general panel session later in the week which included WBC national program manager William J. Kaland and Westinghouse station program managers Mark Olds, KYW; Cal Bollwinkel, WOWO Fort Wayne, and David Croninger, WIND.

Mr. Miller told the WBC broadcasters to "revere your own knowledge. Use it and don't underrate the listener's taste. Never has there been more record variety than today. Forget the polls and the lists. There is too much uniformity in the country today. I am not asking you to be different for the sake of being different, but to be different to be better."

As for conformity to best seller lists, Mr. Miller explained, "it's like having a room full of platinum blondes. In that kind of a room, you notice the brunette."

Mr. Kaland said best seller surveys are important as a reflection of public preference, but added that other vital elements in music programming are taste, balance, pacing and judgment on new releases. To a comment that the interests of the radio and record industries are essentially the same, Mr. Kaland replied, "We are not in the same business. WBC is in the entertainment business, not in the business of selling records."

At another point, Mr. Kaland declared, "I'm tired of hearing rock and roll linked with juvenile delinquency. Music per se is not immoral."

Mr. Finan observed that "music is headed for a milder stretch. The climate is for milder music, but with an insistent beat." He said "65% of the people who listen to me in the afternoon are women. They've got to be romanced. In spite of tensions, the wild beat has worn itself out."

appliances than an 8 rating featuring rock 'n' roll. In short, teenagers do not buy white goods. Merchandising support is a sadly neglected field. Most radio stations talk a good game but do little or nothing on a regular sustained basis. **LARRY STEVENS,** *owner, L. Stevens & Co., Honolulu.*

Today's radio is getting difficult to buy. What with all the different ratings given, programming is being lost in the shuffle. Programming is one of the most important phases of radio and when stations stop going along with the trend to primarily corner the rating market and start programming a more varied log, then we will have balanced radio. **ROBERT L. TURNER,** *timebuyer, Cohen & Aleshire, New York*

When the client can afford it, we like saturation in radio. Pick your station carefully, then hit its audience 50 or more times per week. If we are appealing to a particular segment, we go in for programming with outstanding personalities who can do us as much good off the air as on. But lengthy DJ sessions are making it more and more difficult to obtain personality-product identification. News and sport shows are so short, it's like tuning to a recorded telephone answer service. Stations use so many jingles telling about their own service that a jingle about a sponsor's service is a little lost. To most of them, showmanship means fanfares just as hard sell means hollering. You don't sell with noise and music, news and spots rattled off by the numbers. Let's give people more real entertainment, information and human beings who sound nice and human. Nothing sells better than sincerity. Take it easy, boys. Analyze your formula. Even too much penicillin can kill you. **SYD CORNELL,** *director tv-radio dept., Rollman Adv., Cincinnati*

Believe stations should guard against commercial overcrowding so that radio does not lose its effectiveness. They should not be content to coast if they sit on top of the rating heap but be watchful of programming quality. Secondly, would like to see stations concentrate their efforts as much as possible in merchandising of one type—that which increases a product's exposure. Specifically I refer to in-store displays, bargain bar booths, etc. I would like to see some of the "puff" taken out of merchandising programs and the money expended to police the fulfillment of merchandising commitments. **THELMA GARDINIER,** *timebuyer, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia*

Too much band-wagon or "me-too" programming. One gets idea, all follow blindly. Hurt selves with "price wars"—cuts—special packages for *YOU*. A strict music-news station usually has stereotyped news programming with no thoughts in editing or giving well-rounded news events. Especially true of 5-minute newscast stations. Stations think more of Pulse than of audience or common sense judgements. Programming (exception: programs like *Monitor*) have been cheapening radio. **LAURENCE J. HOGE,** *media director, Doremus, San Francisco*

Stations which program strictly or largely from a top tunes best seller list might do well to check with the record manufacturers who openly admit that the pop singles market is predominently sustained by teen-agers and children—and mostly girls at that. **PETER M. BARDACH,** *broadcast buyer, Foote, Cone & Belding, New York*

It appears that a definite trend is developing in radio—that the successful independent station (to owners and clients alike) will immerse itself into the life of the community in which it originates. By reporting news, special events; originating crusades for community improvement; playing locally popular music at most suitable local times; and carrying sporting events and town meetings, etc., a station will develop a strong local following which can never adequately be competed with by the regional arca or network station. **THOMAS J. HOLLINGSHEAD,** *broadcast buyer, McCann-Erickson, New York*

With so much "formula" radio today, it gets harder and harder for a timebuyer in New York to dig and try to get the "feel" of a station and know it's right for a particular account. Station men who come to town may answer my questions on programming by saying "music and news." That tells me nothing. Here in New York there is wide variance in programming among one independent and three or four others—also variance in acceptance, believability, good personalities, adult appeal, etc. Radio is running "scared" and sometimes takes line of least resistance to go along with poor programming, if it makes money. Longer-range and intelligent programming has always paid off, I feel. **ANITA WASSERMAN,** *timebuyer, L. C. Gumbinner Adv., New York.*

Radio's road to ruin begins with the Top 40 business. Soon they become faceless, personality-less little juke boxes. Bad selling climate. No listener reward. No personal participation on the part of the audience. Radio stations, like people, must be "needed"—to be needed they must be different from other radio stations. Varied programming, please. **R. N. HUGHES,** *radio-tv director, Simons-Michelson Co., Detroit*

Recent years have marked great changes in the listening habits of the consumer. While I may not agree on all points, CBS Radio's recent study of o&o vs. leading independent is certainly food for thought. It's not always reaching the most people that's the most important. Today, it's necessary to reach the right people at the right time in the right way. Smart buying is not the only answer. We need smart selling from personalities that command respect and loyalty from their listeners. Captive audiences are gone, but captivated audiences can still be had. **MORT YANOW,** *radio-tv director, Feigenbaum & Wormen Adv., Philadelphia*

As you can probably see, I am quite a "bug" on programming. I try to study it thoroughly when I make a buy and it is wonderful to see how much help the really good stations give a buyer who wants the information. Of course, maybe I have more time to study more about the stations than some of the buyers on Madison Avenue do, but sometimes I shudder when I hear a badly misplaced commercial for a nationally advertised product placed out of New York. I think buyers should insist on more information from stations and the good stations should supply more without being asked. The others won't have it to supply, anyhow, and will cover up the fact with other well-recognized guff. I believe in telling a salesman everything I can about an account and its aims in a campaign. I expect the salesman to give me all the information I need and ask for (preferably he should give it without my asking specifically) and programming certainly should be a very large part of that information. **B. R. SEETER,** *media, Evans & Assoc. Adv., Fort Worth.*

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,117,000 people in the U.S. over 12 years of age during the week June 15-21. This is how they spent their time.

64.8%	(81,076,000)	spent	1,562.3 million hours	WATCHING TELEVISION
59.3%	(74,194,000)	spent	1,116.6 million hours	LISTENING TO RADIO
79.7%	(99,718,000)	spent	398.6 million hours	READING NEWSPAPERS†
32.1%	(40,163,000)	spent	185.0 million hours	READING MAGAZINES
19.2%	(24,022,000)	spent	270.8 million hours	WATCHING MOVIES ON TV
34.4%	(42,979,000)	spent	180.5 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† From 1-1.5 million of the decrease in individual newspaper readership is attributed to the Philadelphia newspaper strike.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available with 2-7 days of the interviewing week.

There were 125,117,000 people in the U.S. over 12 years of age during the week June 8-14. This is how they spent their time.

63.6%	(79,574,000)	spent	1,671.1 million hours	WATCHING TELEVISION
55.8%	(69,815,000)	spent	1,085.9 million hours	LISTENING TO RADIO
79.9%	(99,968,000)	spent	387.5 million hours	READING NEWSPAPERS†
28.9%	(36,159,000)	spent	173.0 million hours	READING MAGAZINES
18.6%	(23,272,000)	spent	249.7 million hours	WATCHING MOVIES ON TV
37.9%	(47,452,000)	spent	197.7 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† From 1-1.5 million of the decrease in individual newspaper readership is attributed to the Philadelphia newspaper strike.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available with 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of June 1, Sindlinger data shows: (1) 108,403,000 people over 12 years of age see tv (86.6% of the people in that age group); (2) 42,001,000 U. S. households with tv; (3) 46,268,000 tv sets in use in U. S.

WADE JOINS BAN ON TRIPLE-SPOT

- **Los Angeles agency stamping clause on station contracts**
- **Some representatives say sponsors will lose choice times**

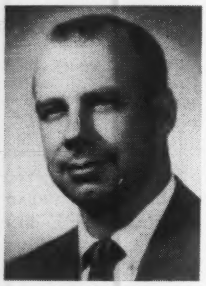
The campaign against triple-spotting by television stations [LEAD STORY, June 23] has moved into the West.

Last week Wade Adv. Agency, Los Angeles, notified stations and station representatives that, effective July 14, the agency will not pay for its clients' tv spots if they are triple-spotted.

A clause to that effect will be stamped on all station contracts issued by Wade and stations will be expected to initial and live up to it, Forrest Owen Jr., executive vice president said Thursday. Similar action is being taken by Wade's sister agency, Geoffrey Wade Adv., Chicago, after a long series of discussions with tv station officials.

"We think the stations will go along with us in all but the smallest markets," Mr. Owen said. He reported having seen five spots in a row on "the top network outlet" in one small community, adding, "This is the kind of thing we want to stop."

For one major client, Mills Co. of Calif., the agency has been using spots inside programs instead of between them. In most cases this has kept Mills from being triple-spotted, he said, as most stations agree that putting more than two program spots back-to-back is not good for them any more than for the advertisers.



MR. OWEN

In Wade's prohibition of triple-spotting, no mention is made of the length of the spot. It was immediately pointed out this would permit two one-minute spots, or perhaps spots of even greater length, but would bar the combination of two 20-second spots and a 10-second ID (which includes a sponsor's message in addition to identifying the station).

One station representative noted that the Wade ruling goes beyond that of the NAB tv code (Par. 6), which states, "More than two back-to-back announcements plus the conventional sponsor 10-second station ID are not acceptable between programs or within the framework of a single program."

If agencies for the large national advertisers were generally to adopt restrictions such as those in the Wade stipulation, this representative declared, their effect might be to force regional and local advertisers out of tv's choice time periods and perhaps out of the medium altogether.

Informed of this objection, Mr. Owen said the matter of ID's and whether they should be classed as a third spot would be given due consideration. "We have no desire to hurt any legitimate operation," he said, "but we are determined to prevent our clients from being hurt by triple-spotting."

Another station representative expressed the view that the time occupied by any group of commercials should be considered as well as the number of spots. One of the stations on his list, he reported, has a spot for one of the Wade accounts which is broadcast with a second spot and an ID between two programs with unusually high ratings. "If the station is handed the Wade mandate," he said, "it will have to ask one of the three advertisers to move. Since Wade is forcing the change, the Wade client will probably be the one asked to move. Then, Wade will have to decide whether it is better to ship its client to a less desirable place on the schedule, with perhaps half the rating, or to keep it where it is in violation of the agency's own rule."

Network station managers pointed out they can't triple-spot during network time as the 30-second period between network programs allows time for only a 20-second spot and 10-second ID. As to their own programming, one manager raised the question whether viewers and advertisers are both better served when an hour program with six commercials is interrupted twice for triple-spots than when it is broken in three with two spots each break.

The manager of an independent tv station said his station limits all commercial breaks in A time to a maximum of 90 seconds. "We sell a lot of ID's and when we lump together a one-minute spot and two ID's we don't feel we're doing anything wrong." He noted that a competitor puts two 90-second spots together for a total of three minutes commercial time and commented that his 90-second group would violate the Wade restriction whereas the other station's three-minute twosome would not.

CBS Signs Amoco, Marlboro For Broad Am-Tv Grid Hookup

The Washington Redskins last week claimed the largest radio-tv station lineup for a single pro football club by announcing its fall schedule (commencing Sept. 28) would be carried on 80 radio and 41 tv stations (all CBS-TV affiliates) through the South under sponsorship of American Oil Co. and Philip Morris Inc.

The Redskins will be seen and heard in Washington, Virginia, West Virginia, the Carolinas, Georgia, Florida, Alabama, Mississippi, Kentucky and Tennessee. Earlier plans to extend coverage to include Louisiana and Arkansas markets were dropped.

Amoco through Joseph Katz Co., New York and Baltimore, will be spending approximately $750,000 on the games, fully sponsoring the radio coverage and splitting the tv tab with PM's Marlboro (Leo Burnett Co., Chicago). How much Marlboro is spending for Redskins coverage was not divulged. The cigarette company and oil firm will each pick up two full quarters.

Whatever Marlboro's allocation, it represents only a fraction of the cigarette brand's sports program sponsorship. Marlboro spokesmen in New York indicated Thursday they would shortly announce "an accelerated year-round tv sports program," beginning with NBC-TV's "Game of the Week" in fall pro football, through the Redskins schedule and running consecutively into ice hockey and perhaps basketball, and baseball in 1959.

S. F. Agency Purchase Shifts Coast Billings

With the departure a fortnight ago of President Eugene I. Harrington (followed by four west coast accounts), Fletcher D. Richards Inc., New York, last week re-established a Northern California beachhead by announcing the purchase of a San Francisco agency.

Effective July 1, Harris, Harlan, Wood Inc.—helmed by a triumvirate of agencymen who up to a few months ago served as the Pacific Coast office of Brooke, Smith, French & Dorrance Inc., Detroit—becomes F. D. Richards' Harris-Harlan-Wood Div.

President King Harris, vice president-creative director Ridge Harlan and vice president-marketing director Parker Wood will bring with them the following accounts: J. A. Folger & Co. (Instant Folger's coffee which now joins Folger's ground coffee, already a Richards west coast client); Granny Goose foods; W. P. Fuller & Co. (building materials); Safeway Stores (for Captain's Choice frozen sea food and Lac-Mix); Golden West Broadcasting Co. (KMPC Los Angeles and KSFO San Francisco) and a number of other clients. Together with the accounts left behind by Mr. Harrington and the associates who will join him at a new location (Morris Plan of California, Sutro Bros., Grand Teton Lodge, Bi-Po Co. and others), San Francisco billings should come to $2.2 million or double the billings of the former Harrington, Richards & Morgan Div. there, according to agency spokesmen.

Offices at 58 Sutter St. in San Francisco formerly occupied by the Harrington, Richards & Morgan Div. (which now becomes Richards & Morgan Div. in Los Angeles only) will be retained by the Richards agency.

Expected to join Mr. Harrington at Honig-Cooper, Harrington & Miner [ADVERTISERS & AGENCIES, June 9] are Alfred E. Smith, San Francisco office manager of HR&M Div., Harry G. Fletcher, vice president and art director, and Henry W. Peterson, vice president and creative director. The four accounts which are following Mr. Harrington back home are Bank of California, Woolite Inc., Western Pacific R. R. Co., and Squirt Co. While other former HR&M staff employes may also move to H-C, H&M, executives at the Fletcher D. Richards home office were hopeful that "the personnel situation out here would pretty much be set now. . . ." Coming in with Messrs. Harris, Harlan and Wood are the following BSF&D executives:

Vice president-art director Jack Keeler, media director Doris Williams, radio-tv director Carol Pauker and production manager Pat Trimble. Other appointments may follow, it was indicated. Porter F. Ander-

Proof Again of WXEX-TV DOMINANCE!

Here's what the Latest ARB Metropolitan Report for Richmond Shows:

1 **Sign-on to sign-off— Sunday thru Saturday— WXEX-TV has more ¼-hr. FIRSTS than any other Richmond area TV station***

2 **7 P.M. to sign-off— Sunday thru Saturday— WXEX-TV rates FIRST in 46.7% of all ¼-hours. Station B—27.3%. Station C—26%.**

*When at least two stations are on the air. Excludes children's hours of 5 to 7 P.M. Monday through Friday.

WXEX-TV

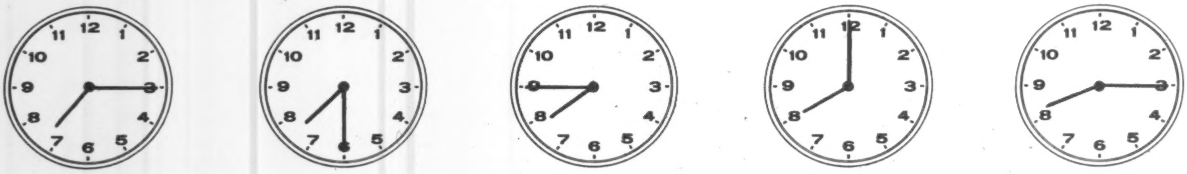
Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice-Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington; **Simmons Associates** in Chicago and Boston; **Clarke Brown Co.** in Dallas, Houston, Denver, Atlanta, Miami, New Orleans; **McGavren-Quinn** in Seattle, San Francisco, Los Angeles.

From 6:00 p.m. to Midnight, Sunday



through Saturday, KSTP-TV is

FIRST in audience* in Minneapolis-

St. Paul's 741,060 TV homes!

*ARB METROPOLITAN AREA REPORT, MAY, 1958

KSTP television

CHANNEL

5

Basic NBC Affiliate

50,000 WATTS

MINNEAPOLIS · ST. PAUL

"The Northwest's Leading Station"

son, HR&M executive, remains as vice president and account supervisor on Folger's and Planters peanuts.

Los Angeles operations of Fletcher D. Richards are generally expected to be left unaffected by the shuffle upstate. For the time being, Fletcher D. Richards will work on a two-office Los Angeles operation—the Richards & Morgan Div. (headed by Raymond R. Morgan and office manager Robert C. Temple) and the Harris, Harlan, Wood Div. (headed by James O. Thompson). It was indicated Friday that "eventually" the two offices would be combined.

HR&M's Smith, Gehring Join HCH&M San Francisco Office

When Eugene I. Harrington moves from the presidency of Fletcher D. Richards Inc. in New York to the chairmanship of Honig-Cooper & Miner in San Francisco tomorrow (Tuesday) [ADVERTISERS & AGENCIES, June 9], he will not move alone. Alfred E. Smith, manager of the San Francisco office of Harrington, Richard & Morgan, west coast branch of the Richards agency, is joining the San Francisco office of Honig-Cooper, Harrington & Miner (the agency's new name) as a vice president. Don Gehring, HR&M vice president in Los Angeles, moves to the Los Angeles office of HCH&M as account superviser.

Three west coast clients of HR&M are also moving to HCH&M in San Francisco, the Bank of California and Western Pacific Railroad Co. have announced the transfer of their accounts to the new agency in the wake of Mr. Harrington and Mr. Smith. In Los Angeles, the Squirt Co. account which was supervised by Mr. Gehring at HR&M will continue under his supervision at HCH&M.

Babbitt, Hudson to help transit lines by swapping wrapper coupons for tokens

Two household product advertisers were meeting at the management level last week to map out a unique merchandising concept: How better to help themselves to greater shares of the market by helping out the various municipally-owned or franchised transit systems now facing operating deficits.

The promotion, billed as Operation Sudsway, gets underway tomorrow in New York and will shortly be rolling into other major markets including Washington, Philadelphia, Chicago, St. Louis, Detroit, Kansas City, Milwaukee, Boston, Baltimore, Cincinnati and San Francisco, if civic authorities approve.

Not only will the municipalities be affected, but radio-tv as well. Reason: The advertisers—B. T. Babbitt Co. and Hudson Pulp & Paper Co.—feeling they have "a real hot thing" to tell and sell the housewife, "will most definitely" have to step up their respective use of radio-tv spot.

Babbitt (Bab-O, Glim, Hep, Air-Gene and other cleansers) last month announced a plan whereby its customers could exchange three Babbitt product coupons (printed into the labels) for a New York Transit Authority subway token or equivalent in bus fare, later reimbursing the TA its full 15 cents. The news made headlines and subsequently, before the TA even gave the green light to Babbitt. The company received calls from other cities asking if they, too, could work out a similar arrangement with Babbitt. Also Hudson, whose market area extends west to the Mississippi, wanted in. Babbitt welcome both cities and advertisers and now is working out media schedules and merchandising schemes to drive Sudsway from New York to California.

Currently Babbitt spends in excess of $1.5 million in broadcasting, all of it in tv spot. Last month it cancelled its radio schedules on NBC Radio and spot so it could introduce a new "corporate tv character" named Norman Normal to daytime viewers with double its original tv allocations.

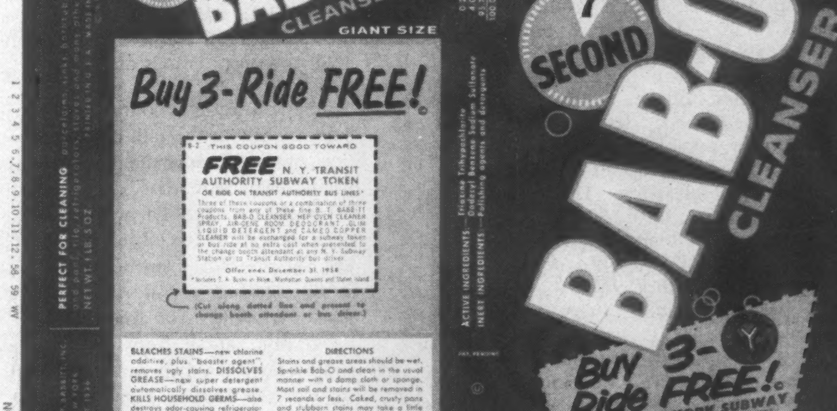
"But all this has changed now," comments Brown & Butcher vice president and account supervisor, Walter H. Wright. "We haven't time to film special Sudsway films nor can we properly record radio jingles." While it retains its 74-station, 53-market tv lineup, Babbitt—supplemented by Hudson allocations—plans a return to radio spot in a number of markets in which both will ride the Sudsway. Media schedules now are being firmed up at Brown & Butcher—Norman, Craig & Kummel, Hudson's agency, willingly taking a back seat for the drive. Hudson's present ad expenditures are slightly larger than $1 million, and though it is nearing the end of its current radio-tv spot cycle, is expected to share the tab 50-50 in the participation. Babbitt expects to interest other advertisers into climbing aboard the Sudsway in areas not covered by Hudson.

The idea to come to the aid of ailing New York transit (see box) first came to Brown & Butcher President Thomas C. Butcher last February. He passed it on to promotion-minded Marshall S. Lachner, who only a few months earlier had quit the presidency of Pabst Brewing Co. to take over Babbitt, which likewise was "hurting" [ADVERTISERS & AGENCIES, Feb. 17]. Messrs. Butcher and Lachner then discussed it further with their colleagues, sounded out New York politicians and, after being assured there would be no conflict of interest between private and public enterprise, began to prepare the ways and means of implementing the token-swap idea.

Last Tuesday, in detailing Sudsway to a luncheon meeting of the New York Sales Executives Club, Mr. Lachner noted that Babbitt was "taking a considerable risk" in that it could ill afford such a largess as giving the TA 15 cents per token issued, whereas such giants as Lever Bros. and Procter & Gamble could. "But we're counting on the American spirit of fair play on the part of the consumers, the retailers, the transit employes to treat this offer ('Buy Three—Ride Free!') in the same spirit of cooperation in which it was conceived.

To bolster this spirit of cooperation, Babbitt last week began spraying New York subway trains with apply-blossom scented Air-Gene, much to the delight of weather-oppressed New Yorkers.

Plight of the New York Transit Authority —one of many systems in a financial strait jacket—was again made known last week when the TA announced it expects to loose some 30 million riders this year; that for the next 12 months it would spend $281,240,040, take in only $254,510,000, thus lose $26,730,040.


7 SECOND
BAB-O CLEANSER
GIANT SIZE
Buy 3-Ride FREE!
THIS COUPON GOOD TOWARD
FREE N. Y. TRANSIT AUTHORITY SUBWAY TOKEN
OR RIDE ON TRANSIT AUTHORITY BUS LINES*
Three of these coupons or a combination of three coupons from any of these fine B. T. BABBITT Products, BAB-O CLEANSER, HEP OVEN CLEANER SPRAY, AIR-GENE ROOM DEODORANT, GLIM LIQUID DETERGENT and CAMEO COPPER CLEANER will be exchanged for a subway token or bus ride at no extra cost when presented to the change booth attendant at any N. Y. Subway Station or to Transit Authority bus driver.
Offer ends December 31, 1958
* Includes T. A. Buses in Bklyn, Manhattan, Queens and Staten Island
(Cut along dotted line and present to change booth attendant or bus driver.)
BLEACHES STAINS—new chlorine additive, plus "booster agent", removes ugly stains. DISSOLVES GREASE—new super detergent automatically dissolves grease. KILLS HOUSEHOLD GERMS—also destroys odor-causing refrigerator bacteria.
DIRECTIONS
Stains and grease areas should be wet. Sprinkle Bab-O and clean in the usual manner with a damp cloth or sponge. Most soil and stains will be removed in 7 seconds or less. Caked, crusty pans and stubborn stains may take a little longer. Repeat if necessary.
SUPER-CLEAN, SUPER-BRIGHT—WORKS WHILE YOU WATCH!
PERFECT FOR CLEANING
NET WT. 1 LB. 5 OZ.
ACTIVE INGREDIENTS
INERT INGREDIENTS
NO. 7029
GIANT SIZE
7 SECOND BAB-O CLEANSER
Buy 3-Ride FREE!
ON ANY NEW YORK SUBWAY
OR RIDE ON TRANSIT AUTHORITY BUS LINES*
(See back label for details)

THREE BAB-O LABELS, *such as the one shown above, will be negotiable for one ride on New York's transit system. Radio-tv will help spread the word.*

REPS WIN TV BATTLE FOR KELLOGG

- **Cereal company to shift money from ABC-TV to spot**
- **Budget to allow $7-7.5 million for time and talent**

Leo Burnett Co. will start seeking spot tv availabilities for Kellogg Co. in the next fortnight, armed with a $7-7.5 million budget for time and talent.

The agency officially announced Kellogg's decision last week to shift its monies from ABC-TV for a similar schedule of half-hour children's shows in an estimated 170 markets next September. Chicago station representatives were plainly elated over the cereal-maker's decision and acceptance of a discount formula for bulk program time purchase involving a "program contribution" technique [ADVERTISERS & AGENCIES, June 23; STATIONS, June 16]. The prospects of other national advertisers following suit and of a movement for standardization of the formula at the stations' level starting with rate card reappraisals loomed to the fore.

Burnett emphasized that the new spot schedule "does not represent any basic dissatisfaction with network television," citing Kellogg's three new evening shows (*Disneyland* on ABC-TV; *What's My Line* and the *Garry Moore Show* on CBS-TV). The decision was dictated, the agency reported, "by a desire for complete flexibility in the replacement of this segment of the Kellogg broadcasting activity."

It was common knowledge in advertising circles that Kellogg district managers were not entirely satisfied with the current children's adventure strip on ABC-TV comprising *Superman, Sir Lancelot, Wild Bill Hickok, Woody Woodpecker* and *The Buccaneers*. Burnett simply announced the strip "will not be renewed after expiration of the present contract on Sept 29."

In line with the formula suggested by the Station Representatives Assn.-Chicago Spot Development Council, Burnett plans to buy time ranging from three to five half-hours per week for placement of four program properties, varying in different markets. In some instances, two 30-minute segments may be bought under the SRA-Chicago plan. Verbal commitments from stations in the negotiating group calls for discounts of 20% for three 30-minute film periods, 25% and four and 30% for a complete weekly strip.

A newcomer to the Kollogg stable is *Huckleberry Hound,* described by John Mitchell, vice president of Screen Gems, as the first all-animated half-hour produced specifically for television. The all-cartoon series was produced for Screen Gems by H-B Enterprises. Others slated for the fall spot schedule are *Woody Woodpecker, Superman* and *Wild Bill Hickok*—the last-named perhaps running twice weekly in some markets.

Burnett pointed out that the three programs being retained *(Sir Lancelot* and *The Buccaneers* are being dropped) "consistently rated high in the battle for the daytime kid audience during 1957-58" on ABC-TV. But the decision to return to spot, which Kellogg originally abandoned last year for network, was seen as perhaps an answer to its distribution problems.

ABC-TV was reported to have made several concessions in its last-ditch presentations to Burnett and Kellogg, among them a 30-day cancellation clause on any station in any market and a 13-week cancellation clause in any new network contract. Kellogg also was reportedly offered the opportunity to select ABC-TV stations in line with its distribution patterns. At one point Burnett and Kellogg were studying the possibility of a combined network-and-spot deal.

Station representatives will be asked for availabilities in about two weeks and given "final information" on Kellogg market preferences for the campaign, tentatively due to get underway between Sept. 7 and 26.

While no provision is made in the SRA-Chicago plan for fewer than three half-hours per week in a given market, it was reported conceivable that stations would be asked to provide smaller discounts (less than 20%), although it was understood the Kellogg budget is sizeable enough to cover straight time purchases without any rate "cuts" as such. In some markets, it was pointed out, competition will serve as a "leveler."

The Kellogg move stimulated speculation as to how many stations will actually reappraise their rate cards to incorporate package rates for such bulk program time purchases as suggested by SRA-Chicago. Generally, stations until now have made no provisions in television for such buys on a par with spot announcements.

Kellogg's acceptance of the discount formula, designed by SRA-Chicago members as a means of stimulating spot tv activity, is expected to open the door for requests by other national advertisers for similar advantages. One such advertiser, Wilson & Co., is seeking benefits of contiguous rates in a contemplated three-per-day, 15-per-week film strip in about 30 markets, with a five-minute series tailored for the women daytime audience [AT DEADLINE, June 16].

It's also known that at least a few Chicago station representative firms plan to take the initiative by pitching the concept to other midwest-based advertisers. SRA-Chicago members represented in presentation of the rate formula include Blair-Tv; Blair Television Assoc.; Weed Television; The Katz Agency Inc.; Adam Young Inc., and Peters, Griffin, Woodward.

Nielsen Expands MNA Tv Report

A. C. Nielsen Co. last week announced the expansion of its multi-network area television report to 23 cities, an increase of nine markets, to keep pace with the expansion of simultaneous three-network service in areas throughout the U. S. Nielsen said its MNA service now covers 40% of all U. S. tv homes. This is the second major revision of the original nine-city area established in the fall of 1951, Nielsen said. MNA went to 14 cities in July 1955.

Latest count on U.S. television

A. C. Nielsen Co. and Advertising Research Foundation last week began subscriber and member distribution of their newest county-by-county studies of television saturation in the U.S. The correlated basic figures show the country now has 42.4 million television homes representing 84% saturation, well above the spring 1956 tabulation which showed 35.5 million tv homes and 72.8% saturation.

The county-by-county figures, to be made public in the fall, represent correlation of two independent sets of data—preliminary estimates on a county-by-county basis supplied by Nielsen in connection with its upcoming Nielsen Coverage Service No. 3 (to be completed later in the summer), and ARF estimates of stated reliability for the U.S. and large geographic areas from the national tv survey conducted in January by the Bureau of the Census. Field work for NCS No. 3 was done in February, March and April. The previous Nielsen-ARF county-by-county tabulation, made in the spring of 1956, was published in the fall of that year [BROADCASTING, Oct. 1, 1956].

The spring 1958 county-by-county study shows the highest tv ownership growth was in the less heavily populated sections of the country. The western region registered a 17% increase in tv set ownership over 1956, bringing tv saturation there up to 83%.

Pacific coast tv ownership is up 14.6% since 1956, with saturation now 85%. In the South, tv ownership increased 13.5%, up to 75% saturation now over 61.5% in 1956. The northeast and north central sections of the country show the highest tv ownership, 90 and 88%, respectively.

Biggest state jump was Wyoming, up from 25.8% in 1956 to 54% this year. Tv penetration has hit a high of 91% in Connecticut, Massachusetts, New Jersey, Ohio and Rhode Island.

The Nielsen state and regional summary, which shows growth through comparison with 1956 figures, is carried in full on the facing page. Also on that page are the top 100 counties as listed by ARF.

TOP 100 COUNTIES IN TV HOUSEHOLDS

Rank, County and State	*Tv Homes*
1. LOS ANGELES, CALIFORNIA	1,773,850
2. COOK, ILLINOIS	1,420,220
3. WAYNE, MICHIGAN	766,540
4. KINGS, NEW YORK	730,480
5. PHILADELPHIA, PENNSYLVANIA	578,300
6. NEW YORK, NEW YORK	526,960
7. QUEENS, NEW YORK	511,760
8. CUYAHOGA, OHIO	448,440
9. ST. LOUIS, MISSOURI	439,780
10. ALLEGHENY, PENNSYLVANIA	439,240
11. BRONX, NEW YORK	390,330
12. BALTIMORE, MARYLAND	357,710
13. NASSAU, NEW YORK	344,530
14. HARRIS, TEXAS	310,600
15. MIDDLESEX, MASSACHUSETTS	296,360
16. ERIE, NEW YORK	293,230
17. MILWAUKEE, WISCONSIN	286,860
18. SAN DIEGO, CALIFORNIA	267,580
19. ESSEX, NEW JERSEY	266,900
20. ALAMEDA, CALIFORNIA	261,710
21. KING, WASHINGTON	252,500
22. SAN FRANCISCO, CALIFORNIA	250,550
23. HAMILTON, OHIO	244,750
24. HENNEPIN, MINNESOTA	235,760
25. DALLAS, TEXAS	232,320
26. DIST. OF COLUMBIA	221,500
27. DADE, FLORIDA	218,490
28. SUFFOLK, MASSACHUSETTS	217,740
29. WESTCHESTER, NEW YORK	212,240
30. BERGEN, NEW JERSEY	201,960
31. JACKSON, MISSOURI	195,550
32. MARION, INDIANA	186,890
33. FRANKLIN, OHIO	179,130
34. HUDSON, NEW JERSEY	177,450
35. HARTFORD, CONNECTICUT	169,420
36. NEW HAVEN, CONNECTICUT	167,720
37. OAKLAND, MICHIGAN	166,330
38. MULTNOMAH, OREGON	166,100
39. ORLEANS, LOUISIANA	164,390
40. JEFFERSON, KENTUCKY	162,750
41. MONROE, NEW YORK	162,070
42. PROVIDENCE, RHODE ISLAND	161,400
43. FAIRFIELD, CONNECTICUT	161,030
44. ORANGE, CALIFORNIA	156,480
45. JEFFERSON, ALABAMA	155,740
46. WORCESTER, MASSACHUSETTS	155,700
47. ESSEX, MASSACHUSETTS	154,700
48. DENVER, COLORADO	154,330
49. TARRANT, TEXAS	148,950
50. MONTGOMERY, OHIO	143,230
51. SANTA CLARA, CALIFORNIA	141,970
52. MARICOPA, ARIZONA	141,530
53. DELAWARE, PENNSYLVANIA	140,870
54. FULTON, GEORGIA	140,120
55. SHELBY, TENNESSEE	138,740
56. SUMMITT, OHIO	138,450
57. SUFFOLK, NEW YORK	137,560
58. BEXAR, TEXAS	137,250
59. LUCAS, OHIO	132,090
60. UNION, NEW JERSEY	127,950
61. LAKE, INDIANA	126,220
62. NORFOLK, VIRGINIA	125,640
63. MONTGOMERY, PENNSYLVANIA	123,460
64. SAN BERARDINO, CALIFORNIA	123,180
65. NORFOLK, MASSACHUSETTS	121,900
66. RAMSEY, MINNESOTA	118,980
67. SACRAMENTO, CALIFORNIA	117,030
68. SAN MATEO, CALIFORNIA	112,070
69. OKLAHOMA, OKLAHOMA	111,530
70. BRISTOL, MASSACHUSETTS	110,030
71. ONONDAGA, NEW YORK	108,850
72. HAMPDEN, MASSACHUSETTS	108,690
73. PASSAIC, NEW JERSEY	105,610
74. DUVAL, FLORIDA	99,850
75. SEDGEWICK, KANSAS	98,880
76. TULSA, OKLAHOMA	97,250
77. SALT LAKE, UTAH	96,860
78. CONTRA COSTA, CALIFORNIA	96,630
79. DOUGLAS, NEBRASKA	94,850
80. KENT, MICHIGAN	94,360
81. CAMDEN, NEW JERSEY	93,960
82. GENESEE, MICHIGAN	93,920
83. LUZERNE, PENNSYLVANIA	91,750
84. DAVIDSON, TENNESSEE	91,510
85. MACOMB, MICHIGAN	90,740
86. MIDDLESEX, NEW JERSEY	90,030
87. WESTMORELAND, PENNSYLVANIA	88,340
88. HILLSBOROUGH, FLORIDA	87,970
89. STARK, OHIO	86,810
90. FRESNO, CALIFORNIA	85,710
91. MONMOUTH, NEW JERSEY	83,380
92. PIERCE, WASHINGTON	83,340
93. HENRICO, VIRGINIA	80,420
94. SPOKANE, WASHINGTON	80,310
95. POLK, IOWA	79,660
96. PRINCE GEORGES, MARYLAND	79,600
97. MONTGOMERY, MARYLAND	78,060
98. PINELLAS, FLORIDA	77,150
99. BUCKS, PENNSYLVANIA	75,750
100. ALBANY, NEW YORK	75,510

U.S. tv ownership by region and state

1958 vs. 1956

	SPRING 1958 (NCS #3)			SPRING 1956 (NCS #2)		
	TOTAL HOMES	TELEVISION HOMES	% TV	TOTAL HOMES	TELEVISION HOMES	% TV
TOTAL U.S.	50,540,000	42,400,000	84.0	48,784,600	35,495,330	72.8
NORTHEAST	12,863,800	11,599,870	90.0	12,859,800	10,548,160	82.0
NEW ENGLAND	2,917,900	2,634,880	90.0	2,949,800	2,374,400	80.5
CONNECTICUT	692,600	627,930	91.0	688,800	565,490	82.1
MAINE	259,400	226,950	87.0	263,200	188,510	71.6
MASSACHUSETTS	1,449,400	1,318,920	91.0	1,474,200	1,212,460	82.2
NEW HAMPSHIRE	165,900	147,470	89.0	164,200	124,510	75.8
RHODE ISLAND	245,300	224,190	91.0	249,800	213,390	85.4
VERMONT	105,300	89,420	85.0	109,600	70,040	63.9
MIDDLE ATLANTIC	9,945,900	8,964,990	90.0	9,910,000	8,173,760	82.5
NEW JERSEY	1,685,600	1,535,310	91.0	1,672,100	1,404,970	84.0
NEW YORK	5,012,600	4,526,020	90.0	5,011,400	4,139,470	82.6
PENNSYLVANIA	3,247,700	2,903,660	89.0	3,226,500	2,629,320	81.5
NORTH CENTRAL	15,154,900	13,294,940	88.0	14,816,100	11,630,760	78.5
EAST NORTH CENTRAL	10,549,500	9,483,240	90.0	10,232,500	8,463,740	82.7
ILLINOIS	2,992,800	2,683,800	90.0	2,983,300	2,445,000	82.0
INDIANA	1,376,000	1,223,380	89.0	1,348,000	1,073,630	79.6
MICHIGAN	2,266,400	2,042,580	90.0	2,148,000	1,805,000	84.0
OHIO	2,802,000	2,561,850	91.0	2,670,500	2,328,000	87.2
WISCONSIN	1,112,300	971,630	87.0	1,082,700	812,110	75.0
WEST NORTH CENTRAL	4,605,400	3,811,700	83.0	4,583,600	3,167,020	69.1
IOWA	834,000	734,600	88.0	830,600	635,180	76.5
KANSAS	673,400	530,800	79.0	688,900	435,330	63.2
MINNESOTA	956,600	805,170	84.0	929,200	661,450	71.2
MISSOURI	1,341,400	1,153,150	86.0	1,332,500	973,720	73.1
NEBRASKA	432,800	349,200	81.0	433,100	290,390	67.0
NORTH DAKOTA	170,300	115,540	68.0	169,900	84,400	49.7
SOUTH DAKOTA	196,900	123,240	63.0	199,400	86,550	43.4
SOUTH	14,423,800	10,817,410	75.0	13,723,000	8,440,010	61.5
SOUTH ATLANTIC	6,597,300	5,117,690	78.0	6,179,800	4,030,450	65.2
DELAWARE	120,100	108,030	90.0	108,300	92,960	85.8
DIS. OF COLUMBIA	246,800	221,500	90.0	253,000	209,990	83.0
FLORIDA	1,226,700	946,380	77.0	1,089,900	687,440	63.1
GEORGIA	998,100	743,320	74.0	948,900	584,880	61.6
MARYLAND	823,100	716,260	87.0	748,700	607,820	81.2
NORTH CAROLINA	1,097,600	811,440	74.0	1,041,200	620,290	59.6
SOUTH CAROLINA	586,900	423,090	72.0	559,500	308,190	55.1
VIRGINIA	983,200	765,170	78.0	927,900	614,850	66.3
WEST VIRGINIA	514,800	382,500	74.0	502,400	304,030	60.5
EAST SOUTH CENTRAL	3,159,700	2,178,060	69.0	3,072,700	1,655,700	53.9
ALABAMA	829,500	589,250	71.0	803,200	444,070	55.3
KENTUCKY	831,500	584,090	70.0	811,900	463,810	57.1
MISSISSIPPI	557,600	315,240	57.0	558,600	211,820	37.9
TENNESSEE	941,100	689,480	73.0	899,000	536,000	59.6
WEST SOUTH CENTRAL	4,666,800	3,521,660	75.0	4,470,500	2,753,860	61.6
ARKANSAS	496,300	327,740	66.0	509,600	234,610	46.0
LOUISIANA	845,400	630,570	75.0	804,400	488,110	60.7
OKLAHOMA	674,500	525,170	78.0	668,500	444,930	66.6
TEXAS	2,650,600	2,038,180	77.0	2,488,000	1,586,210	63.8
WEST	8,097,500	6,687,830	83.0	7,385,700	4,876,400	66.0
MOUNTAIN	1,857,900	1,371,690	74.0	1,715,100	882,560	51.5
ARIZONA	322,400	254,950	79.0	292,200	168,460	57.7
COLORADO	508,100	398,340	78.0	465,900	271,050	58.2
IDAHO	182,600	130,940	72.0	173,800	87,570	50.4
MONTANA	208,200	120,750	58.0	200,400	63,260	31.6
NEVADA	79,900	57,000	71.0	71,200	33,010	46.4
NEW MEXICO	226,100	156,150	69.0	210,100	89,830	42.8
UTAH	233,500	201,290	86.0	209,400	145,630	69.5
WYOMING	97,100	52,270	54.0	92,100	23,750	25.8
PACIFIC	6,239,600	5,316,140	85.0	5,670,600	3,993,840	70.4
CALIFORNIA	4,760,000	4,150,730	87.0	4,312,300	3,177,350	73.7
OREGON	585,300	437,420	75.0	537,700	285,550	53.1
WASHINGTON	894,300	727,990	81.0	820,600	530,940	64.7

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Sackheim's mailsack helps explain how agency gets results with radio-tv

With the appointment by Revlon of the Sackheim agency [ADVERTISERS & AGENCIES, June 9], Madison Avenue observers, who previously tended to dismiss that agency as a house specializing in print mail-order advertising, are taking a second look. They are finding that Sackheim since 1956 has been building up an extraordinarily successful case history for its radio-tv department chiefly through the use of what it calls "response advertising"—a technique of counting audiences through telephone calls and postal cards.

However "response advertising" may be interpreted, it is *not* "per inquiry" advertising, for Sackheim says its clients pay full rate card or whatever discounts are allowed regular radio-tv advertisers.

The $10 million agency's broadcast operations—supervised by its vice president and head timebuyer, Joe Gans—not only have underscored the old mail order truism of "you're only as good as yesterday's mail count," it also has undercut the importance of "station popularity" as decided by the various rating services. More importantly, the Sackheim buying pattern has boosted the stock of many an fm station operator by tossing him business that might otherwise have gone to the more powerful am's. By deciding in favor of stations that are in second or third place in given markets, Sackheim feels, it is giving its clients the assurance that their messages are received by a specific audience that is ready and willing to buy products made for their tastes and pocketbooks. It does so by deciding first upon an "audience composit"—a rough image of a hypothetical listener as regards his income, habits, leisure—then picking the station that comes closest to catering to that listener or viewer.

Consequently, it has shunned the "Top 40" am station. Explains Mr. Gans: "There's a lot to be said for mass audience exposure, but our clients can't afford to buy broadness at the expense of penetration."

Response advertising, being a variation on the theme of mail order copy—"no nonsense copy"—calls for "assurance of volume at a profit," according to Mr. Gans. But in Sackheim's case, "volume" is qualitative, not quantitative. Echoing a recent talk by author Martin Mayer [ADVERTISERS & AGENCIES, June 2], Mr. Gans said, "We want consumers . . . not bellybuttons."

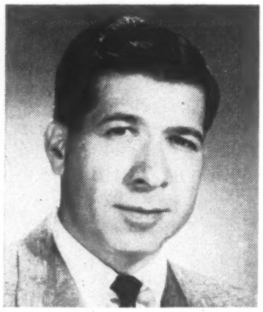
How many phone calls or postcards spell success? The Sackheim agency won't tell—"success being a relative thing. Let's just say that each radio-tv budget is predicated on the amount of response received and that this response must justify the investment." Last year, Mr. Gans discloses, 91% of time bought "proved profitable for the clients"; 4% of the campaigns "broke even" and 5% "took a loss." Because of the necessity of "locking up" specific time slots to reach a certain audience segment, "response advertising" cannot work with the barter system: "You can never be assured of getting the position you want," Mr. Gans notes.

The question many "Revlon-watchers" are asking these days is: Will Revlon make use of the "cost-per-response" system?

It's possible, but not probable, according to Revlon insiders. Reason: Revlon's broadcast formula, which is to test the product on radio and expose it nationally on network tv on the regular Revlon shows. While Revlon isn't talking about what precipitated the switch of Clear-O-Dan out of Mogul, it's considered a sure bet that the move can be directly linked to Sherman Lurie, an account man. Mr. Lurie recently left Grey for Sackheim to head that agency's drug division and has been highly thought of by the Revlon hierarchy ever since his days at Block Drug Co. Revlon advertising vice president, George Abrams, and the recently-appointed assistant to the president, E. William Mandel, are both Block alumni.

While not committing itself on future Clear-O-Dan media strategy, Revlon admits being impressed by a number of Sackheim success stories. Among them:

- Time Inc.'s *Time* magazine—In 1956 *Time* radio-tv responsibilities were reassigned out of Young & Rubicam to Sackheim. The "average" *Time* reader envisioned by Sackheim: above average income ($5,200 and up), college graduate, home owner and a "career person." The means to reach this reader: "good music" stations, mostly fm's as well as early morning and late night network tv. After offering the special "deal" of 27 weeks to *Time* at $1.97 over some 35 radio stations, Sackheim tested tv via participations in *Panorama Pacific* carried over the nine-station Columbia Pacific Television Network. Late last year, the test completed, Sackheim bought daily announcements for eight weeks on NBC-TV's *Today* (Lineup C—37 affiliates); early this year, it added announcements on 69 NBC-TV affiliates carrying the *Jack Paar Show*. Both buys are still active, *Today* at 7:35 a.m., *Paar* at 12:50 p.m. Whereas the radio campaigns ask people to call a local telephone answering service (which regularly passes the orders to the agency), the tv announcements call for written replies to a box number, care of *Time*. The magazine currently spends $400,000 a year and will up its budget this summer when *Time* breaks in Canada.



MR. GANS

- Columbia LP Record Club, Columbia Records Div., CBS Inc.—Assigned this account from its conception in 1955, Sackheim divided the CRC consumer into (a) the serious music lover, (b) the "pops" or "standards" fan (as distinguished from the teenage rock 'n' roll disciple). It first went after (b) via spots on CBS Radio and CBS-TV o&o stations ("we paid the regular freight . . . CBS family connections got us no special rate card privileges"), additionally bought into network "impact" segments on CBS Radio's Mitch Miller and Robert Q. Lewis programs and also bought time on those am independents that featured "straight dance and jazz music." For the classical music consumer it relied on fm, taking 10 spots a week in some 30 markets. Its sole network purchase was participating sponsorship on a *See It Now* documentary dealing with "The Vice Presidency." There was no special tv-radio offer, just the regular CRC "inducement plan": three free Columbia 12-inch LPs for joining the club and agreeing to buy no fewer than four LPs at regular club price per year. CRC's annual budget: $400,000 in radio-tv.

- Jackson & Perkins Inc. ("World's Largest Mail Order Rose Growers"), Newark, N. J.—An old-line account at Sackheim, J&P sought as the image of its customers "the serious-minded home owner intent on beautifying his property." It found this listener to be a family man who listens to "the better-grade music-and-news station with specific adult (as against teen-age) appeal." The commercial asked interested listeners to write "Roses, Station ——" rather than a P.O. box number. Reason: to give the listener "a familiar name to write to" and to allow the station a gauge to measure its own effectiveness. So sure was J&P of its roses that it took to tv this spring to "dare" its customers to buy rosebushes (price range: $3.95-$8.55) to complete satisfaction "without having to pay us . . . or the postman one cent." Gimmick: if by June 10 the roses failed to bloom, the bushes could be kept, scot-free. Cost of covering 20 independent am-fm stations plus the short-run NBC-TV *Today* "we dare you" campaign: $100,000.

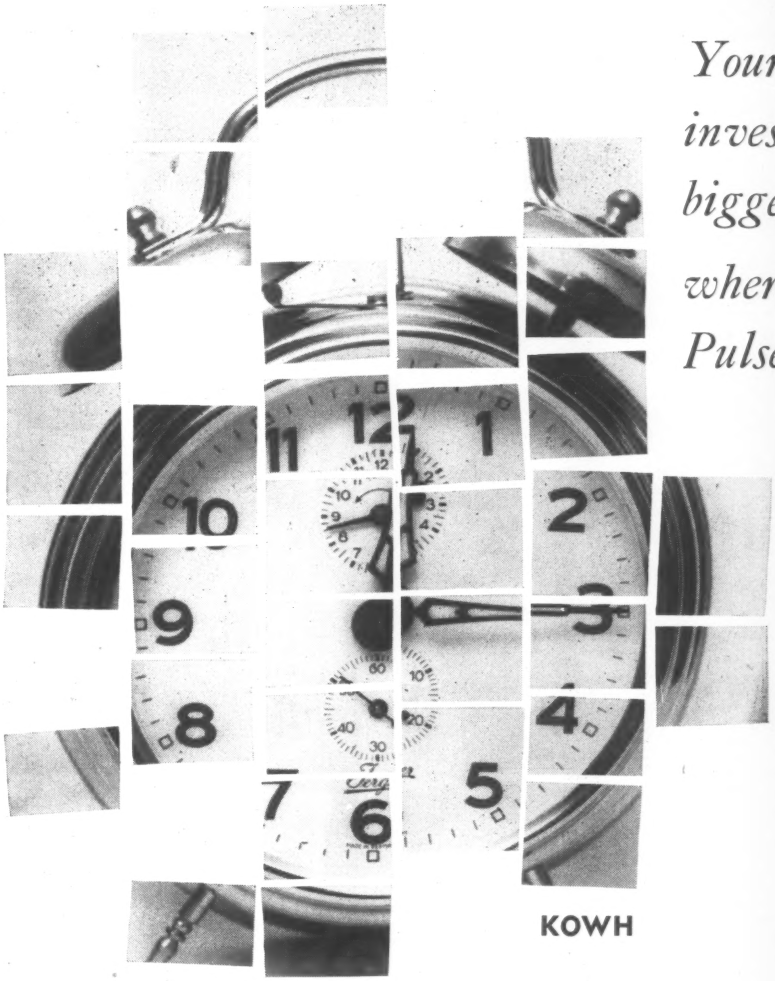
- Fifth Avenue Color Laboratories, New York — New at Sackheim, this client wanted to convert black-and-white photo hobbyists into color film users, offering to develop one roll 'absolutely free" if the listener (to weekend radio, Friday night-Sunday afternoon) shot color film "this weekend." It tested WNEW New York with $2,000 and three weeks later was spending 10 times that budget on 40 radio stations. WNEW four days after the initial announcements reported receiving over 6,000 orders and rolls of color film; stations located as far away as the West Coast now accept these films and forward them to New York which processes the film and returns the roll to the customer.

The "response advertising" technique also works indirectly—that is, without benefit of phone or postcard tabulation.

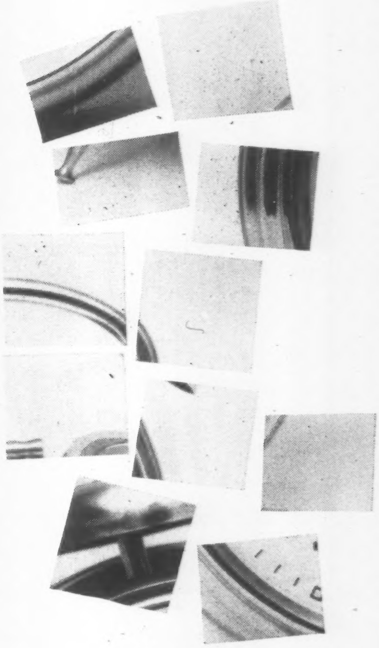
For example, for Puritron Corp., New Haven, manufacturers of a $39.95 electronic air purifier, the agency sent free Puritrons to leading am station personalities, asked them to use them personally at home before endorsing them to their listeners. Now spending $100,000 in 10 markets, Puritron asks housewives when ordering Puritrons at retail stores to mention the station and the air personality. It works.

Your Omaha radio investment talks biggest . . .

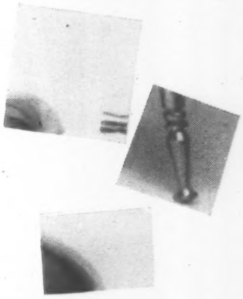
where the most Pulse 1/4 hours are*



KOWH



STATION "A"



STATION "B"

There are only 8 quarter hours in which KOWH is *not* first. There are 32 quarter hours in which KOWH *is* first, including 7 first place ties. This kind of domination has been characteristic of KOWH for just about 8 years. Currently KOWH is first in the morning, afternoon . . . and all-day with a 7.9 average Pulse.

Why? Programming . . . personalities . . . and coverage (660 kc.). Advertisers have learned that any time's a good time on KOWH, and are turning to KOWH in increasing volume.

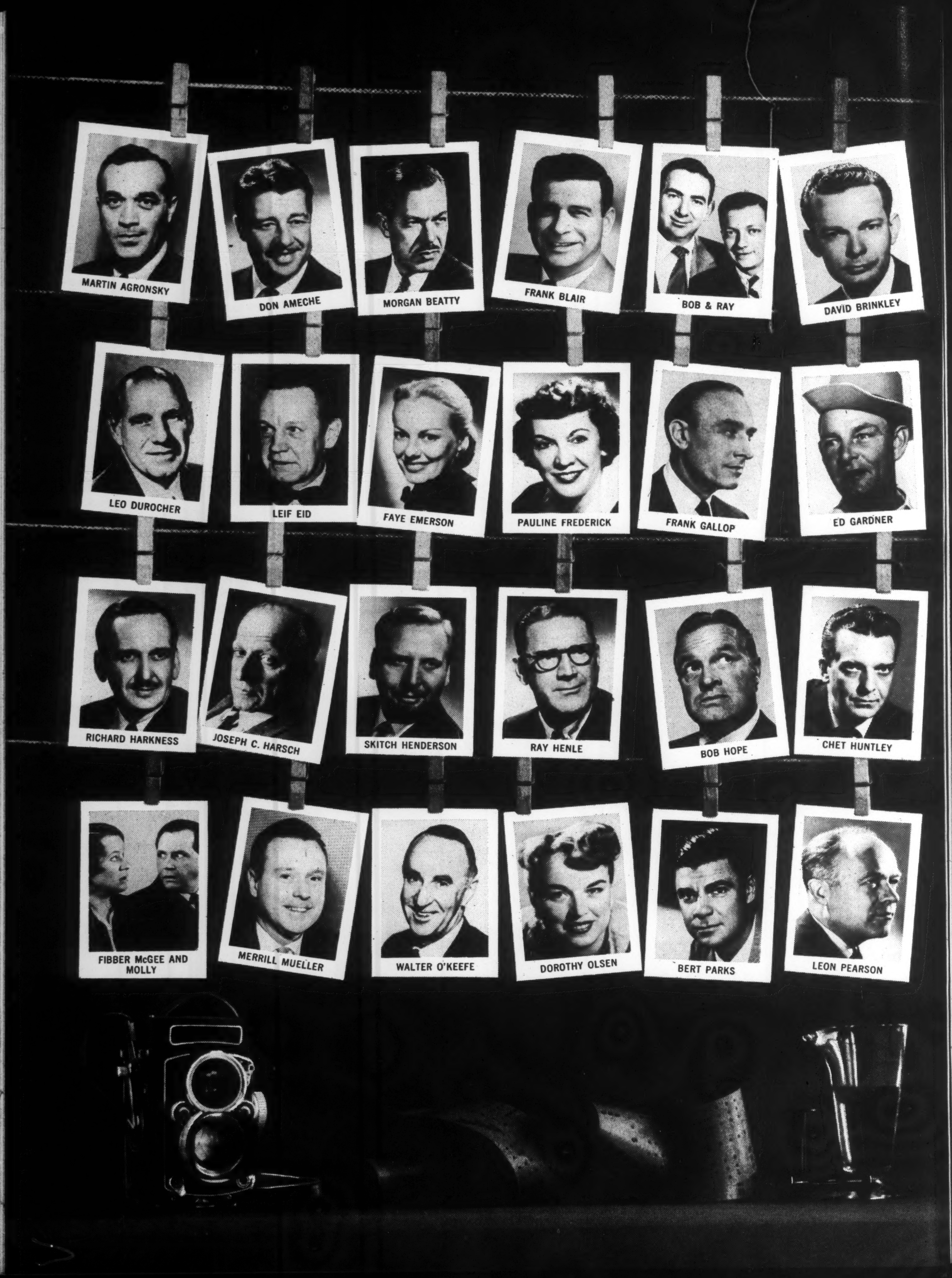
How about your investment? Get at close quarters with Adam Young . . . or KOWH General Manager Virgil Sharpe.

* *March, 1958 Pulse*

KOWH

OMAHA

Represented by Adam Young Inc.


MARTIN AGRONSKY
DON AMECHE
MORGAN BEATTY
FRANK BLAIR
BOB & RAY
DAVID BRINKLEY
LEO DUROCHER
LEIF EID
FAYE EMERSON
PAULINE FREDERICK
FRANK GALLOP
ED GARDNER
RICHARD HARKNESS
JOSEPH C. HARSCH
SKITCH HENDERSON
RAY HENLE
BOB HOPE
CHET HUNTLEY
FIBBER McGEE AND MOLLY
MERRILL MUELLER
WALTER O'KEEFE
DOROTHY OLSEN
BERT PARKS
LEON PEARSON

MADELEINE CARROLL
BOB CONSIDINE
MARLENE DIETRICH
ALEX DREIER
DAVE GARROWAY
GEORGE GOBEL
BEN GRAUER
PETER HACKES
IRVING R. LEVINE
ART LINKLETTER
GROUCHO MARX
ROBERT McCORMICK
DON RUSSELL
RAY SCHERER
TEDI THURMAN
PAUL WINCHELL AND JERRY MAHONEY
NBC

POSITIVE APPROACH TO THE "TOP 40"

For advertising to *adults with discretionary money to spend*, you're in more rewarding company with radio personalities like these forty, than with "the top 40 (or 30 or 20) tunes."

Radio programming based on juke-box fads may attract a fervent audience—but the chances are good that the fervor is strictly for the beat.

The personalities and programs shown here represent varied, balanced radio programming of interest to a more mature and thoughtful market (and, it's safe to say, a lot more solvent).

If you sell white buckskin shoes and bubble-gum, by all means use a juke-box station. But for soap and cars and other products, you want the *cream* market—the customers with money to buy. This is the audience attracted to stations affiliated with

THE NBC RADIO NETWORK

L&M Adds $2 Million To Its '59 Tv Budget

Liggett & Myers Co., New York, has set its television network buys for next year, with an increase of $2 million over last year. L&M will be spending approximately $18 million dollars for six network tv shows, five of which will appear on NBC-TV and one on CBS-TV. Last year the advertiser spent $12 million in network tv, $4 million in spot tv. This fall L&M will switch a good portion of the spot tv budget into the network buys and will allocate the extra $2 million over last year to provote growth in sales of its newest brand, Oasis.

Three of the five time periods on NBC-TV are renewals: the *Eddie Fisher Show* for Chesterfields, alternate weeks, Tuesdays 8-9 p.m.; *Ed Wynn Show* will be new but it replaces *Dragnet* in Chesterfield's time period, Thursday, 8-8:30 p.m., and *Steve Canyon* for Chesterfields will replace *Club Oasis* on Saturdays 9-9:30 p.m. The new time periods and shows for L&M will be *Behind Closed Doors* Thursday, 9-9:30 p.m., for L&M cigarettes and *Brains and Brawn* for Oasis and L&M Saturday, 10:30-11 p.m. Liggett & Myers signed up for all the shows but would be happy to have co-sponsors on *Brains and Brawn* and the *Ed Wynn* shows.

The NBC-TV buys were made by McCann-Erickson for Liggett & Myers. McCann-Erickson is the agency on record in all instances except where L&M brand underwrites the show through Dancer-Fitzgerald-Sample, New York.

No official reason was given for pouring spot budget into network buys by either advertiser or its agencies.

The *Eddie Fisher Show* was also renewed by its alternate sponsor, RCA through Kenyon & Eckhardt.

The *Brains and Brawn* show replaces American Tobacco's *Hit Parade*, which moved to CBS-TV through BBDO. *Behind Closed Doors* succeeds *People's Choice* which is being dropped by Borden's and American Home Products. American Home is reportedly viewing a Friday night period with another show on the same network. Agency for Borden's and American Home is Young & Rubicam, New York.

$2 Million Television Campaign In Works for Fla. State Citrus

The Florida Citrus Commission has let it be known that it is willing to put some $2 million into television during the 1958-59 season if a suitable show or shows can be found. This would represent about two-thirds of the prospective advertising budget and would mark the heaviest tv outlay in commission history.

The commission, composed of 12 citrus men appointed by the governor, held its annual reorganization meeting in Lakeland last weekend and authorized its staff and agency, Benton & Bowles, to make a commitment on tv if action has to be taken before commissioners can be contacted. Commissioners meet again July 2, then probably will have no more meetings until September.

At the June meeting Benton & Bowles presented an interim advertising program for July 1 to Nov. 1, allocating $325,000 all to print media. The summer program is being held to a minimum because of low inventories after last winter's heavy freeze.

B & B was instructed to make a presentation in October of the 1958-59 program, which presumably will emphasize tv. The tentative budget for the program will be $3 million, with $700,000 more to be held in reserve. Funds are contingent on size of the crop, however.

J. R. Graves of Vero Beach was elected chairman of the commission. He appointed J. Dan Wright Jr. of Sanford, to head the advertising committee.

MADISON AVE. - MICHIGAN BLVD.

New York buyers took time off to get a look at CBS Chicago's $6 million facilities.

The occasion was a two-day tour conducted by CBS-owned WBBM-TV to familiarize Madison Avenue timebuyers and media supervisors with Michigan Blvd., its market and the headquarters and programming of the CBS outlet. The new quarters, completed last fall, house all CBS Chicago operations—CBS radio and tv network and spot sales, Columbia Records, Columbia Transcriptions and film sales.

Twenty-two buyers from 16 Manhattan agencies boarded United Airlines Flight 607 last June 19 and arrived at Chicago's Midway Airport at 2:15 p.m. They were then flown in two helicopters to the lakefront Meigs Field airport and convoyed in four cars to WBBM-AM-TV headquarters at 630 N. McClurg Court.

Buyers toured the CBS studios and other facilities, observing WBBM-TV programming and meeting station personalities. An excursion trip on the yacht *(The Sis)* owned by H. Leslie Atlass, CBS vice president in charge of Central Div. and general manager of WBBM-AM-TV, was a special Thursday evening event. The following day the buyers ate breakfast buffet style while appearing on the *Paul Gibson Show*.

ARRIVING at Meigs Field by helicopter for visit to CBS Chicago are (l to r) George Detelj of Ted Bates; George Arkedis, WBBM-TV sales manager (who greeted the delegation); Charles Theiss, Ted Bates; Dan Charnas, Lennen & Newell; Joe Houdiak, Warwick & Legler; Dick Walkin, Benton & Bowells; Fred Spruytenberg, Sullivan, Stauffer, Colwell & Bayles; Herb Maneloveg, BBDO, and John Ennis of Bryan Houston.

Other New York buyers who made the trip were John Gray and Mike LaTerre, J. Walter Thompson Co.; Bob Innes, Benton & Bowles; Greg Sullivan, Ted Bates; Ted Kelly, McCann-Erickson; Bob Liddel, Compton; Dick Pickett, Foote, Cone & Belding; Sally Reynolds, Lennen & Newell; Walter Kashin, Ogilvy, Benson & Mather; Edna Cathcart, J. M. Mathes; Gary Pranzo, Cunningham & Walsh; Kay Brown and Tom Comerford, Young & Rubicam, and Paul Kizenberger, N. W. Ayer & Son. Three representatives of CBS-TV Spot Sales, New York—John A. Schneider, general manager; Bruce R. Bryant, eastern sales manager, and Fred Nettere—also went along as hosts.

KRON is TV in SF

KRON TV
BUEL

San Franciscans are sold on KRON-TV

MINUTES AVAILABLE
"GOLDEN GATE PLAYHOUSE"
Highest Rated
Daytime Movie
(ARB, May '58)

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

Revlon Names Seventh Agency For New Room Deodorizer Product

The name Revlon Inc. continued to make news last week when the cosmetics-toiletries empire appointed its seventh advertising agency. Picked for "Home Beautiful," a room deodorizer that had originally been assigned to Emil Mogul Co., was Heineman, Kleinfeld, Shaw & Joseph (formerly Franklin Bruck Adv.).

The product, marking Revlon's debut in household package goods lines, probably will not be tested until early fall. It is expected that radio and tv spot will be used.

At the same time, Revlon gave a second product assignment to Maxwell B. Sackheim & Co., New York, appointed last month to service Clear-O-Dan medicated shampoo, another ex-Mogul assignment [ADVERTISERS & AGENCIES, June 9]. Also out of Thayer Labs, Revlon's drug subsidiary, is Delamine, an antacid preparation.

Last week, also, Revlon named Stanley S. Furness, marketing vice president of U. S. Summit Corp., to head of marketing at Thayer Labs.

Other Revlon agencies: Warwick & Legler, Emil Mogul, C. J. LaRoche, Dowd, Redfield & Johnstone Inc., Charles W. Hoyt and the Sackheim agency.

Babb Resigns Lever Bros. Post, Burkhardt Succeeds as Chairman

Jervis J. Babb, chairman of the board of Lever Bros., has resigned effective today (Monday) because of the pressure of other duties, but he will continue as a director of the company. Mr. Babb is a director of eleven other companies including Green Giant stores and United Artists theatres.

William H. Burkhardt, president of the company, will assume the additional responsibilities of chairman, carrying on the dual roles of president and chairman of the board. Mr. Burkhardt has been with Lever Bros. since 1915. He has been manager of the Baltimore plant, general manager of soaps, director of manufacturing, vice president in charge of manufacturing and traffic. In 1950 he was elected vice president-head of production and a director, subsequently he was named executive vice president and then president. Before joining Lever he was with the Golddust Co. and Hecker Products.

Mr. Babb joined Lever as president and director in 1950 and became chairman of the board in 1955. Mr. Babb was executive vice president and director of S. C. Johnson & Son, Racine, Wis., before joining Lever.

L&N, Buchanan Dickering

Merger talks between Lennen & Newell and Buchanan & Co., both New York, last week were reported renewed after lapse of several months. L & N, a $50 million agency (of which 45% of billing is in broadcast advertising), would inherit a number of sizeable industrial and film accounts now being serviced by Buchanan. Among them: American Broadcasting-Paramount Theatres, Warner Bros. Pictures, Reynolds Metal Co. and Convair Div. of General Dynamics Corp. Buchanan, maintains offices in New York, Los Angeles and San Francisco.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for May 11-24

TOTAL AUDIENCE†

Rank		No. Homes (000)
1.	*Gunsmoke*	18,275
2.	*Tales of Wells Fargo*	15,652
3.	*I've Got a Secret*	14,405
4.	*Have Gun, Will Travel*	14,018
5.	*Danny Thomas Show*	13,674
6.	*Phil Silvers on Broadway*	13,416
7.	*Red Skelton Show*	13,201
8.	*Perry Como Show*	13,201
9.	*Twenty-One*	13,115
10.	*GE Theatre*	13,072

Rank		% Homes*
1.	*Gunsmoke*	43.6
2.	*Tales of Wells Fargo*	37.3
3.	*I've Got a Secret*	34.1
4.	*Have Gun, Will Travel*	33.6
5.	*Danny Thomas Show*	32.5
6.	*Phil Silvers on Broadway*	32.2
7.	*GE Theatre*	31.9
8.	*Red Skelton Show*	31.8
9.	*Perry Como Show*	31.4
10.	*Twenty-One*	31.4

AVERAGE AUDIENCE‡

Rank		No. Homes (000)
1.	*Gunsmoke*	17,415
2.	*Tales of Wells Fargo*	14,319
3.	*Have Gun, Will Travel*	13,201
4.	*I've Got a Secret*	13,115
5.	*Danny Thomas Show*	12,728
6.	*Twenty-One*	12,169
7.	*Red Skelton Show*	12,083
8.	*GE Theatre*	11,782
9.	*Alfred Hitchcock Presents*	11,739
10.	*December Bride*	10,750

Rank		% Homes*
1.	*Gunsmoke*	41.5
2.	*Tales of Wells Fargo*	34.1
3.	*Have Gun, Will Travel*	31.7
4.	*I've Got a Secret*	31.1
5.	*Danny Thomas Show*	30.3
6.	*Twenty-One*	29.2
7.	*Red Skelton Show*	29.1
8.	*GE Theatre*	28.7
9.	*Alfred Hitchcock Presents*	28.3
10.	*Restless Gun*	26.1

* Percented ratings are based on tv homes within reach of station facilities used by each program.

Copyright 1958 A. C. Nielsen Co.

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como Show (NBC-163): participating, Sat. 8-9:00 p.m.

December Bride (CBS-178): General Foods (B&B), Mon. 9:30-10 p.m.

GE Theatre (CBS-154): GE (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-162): Liggett & Myers (D-F-S), alternating with Remington Rand (Y&R), Sat. 10-10:30 p.m.

Have Gun Will Travel (CBS-125). Lever (JWT), and American Home Products (Bates), Sat. 9:30-10 p.m.

Alfred Hitchcock (CBS-145): Bristol Myers (Y&R), Sun. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Restless Gun (NBC-107): Warner Lambert (SSC&B), Mon. 8-8:30 p.m.

Phil Silvers (CBS-175): Pontiac (MJ&A), Tues. May 13, 10-11 p.m.

Red Skelton Show (CBS-190): Pet Milk (Garner), S. C. Johnson & Son (F. C. & B), Tues. 9:30-10 p.m.

Tales of Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSCB), Mon. 8:30-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Twenty-One (NBC-150): Pharmaceuticals Inc. (Ed Kletter), Mon. 9-9:30 p.m.

TvB Study Reveals Tv Accounts For 46.5% Spent by Top 100

Television was the only medium used by all of the top 100 national advertisers in 1957, TvB asserted Thursday. The bureau pointed out that this does not include the distillers among the top 100, because hard liquor advertising is not accepted in tv.

TvB's study, based on a compilation by *Advertising Age*, said television "again" was the "dominant medium selection," accounting for 46.5% of the total spending of the top 100—some 79% more than newspapers, the No. 2 medium, and 135% more than magazines. TvB also said that 41 of the top 100 put over 50% of their budgets into television and 14 invested more than 75% in tv. Said TvB President Norman E. Cash:

"It is significant that the bellweather advertisers in America voted so heavily for television in 1957. TvB hails the new media report as a landmark in the growth of television, which for three consecutive years has been the No. 1 national advertising medium in dollars spent.

"Today American business is examining, more and more, its media efforts and measuring them against sales-result-per-advertising-dollar spent. It is in this climate that television continues to show its dominant role in the movement of goods and services."

C&W to Succeed JWT in Fall For Pharma-Craft Coldene Stick

Pharma-Craft Co. (subsidiary of Joseph E. Seagram & Sons), Cranbury, N. J., last week appointed Cunningham & Walsh as agency for Coldene stick chest rub. The switch, effective Sept. 1, means a loss for J. Walter Thompson Co., which has been servicing Coldene as well as some of the Fresh products. P-C's other agency is Cohen & Aleshire, New York.

Neither C&W nor Pharma-Craft officials would comment on the move nor the amount of billings involved. According to a recent estimate [ADVERTISERS & AGENCIES, Feb. 3], Pharma-Craft spends 75% of its $7 million budget in radio-tv.

Cunningham & Walsh vice president Wallace T. Drew will serve as Coldene account supervisor.

Meanwhile, Pharma-Craft President Frank F. Bell announced the appointment of Gene E. Hollen, former assistant product manager, Vick Chemical Co., as Pharma-Craft's first product manager. Mr. Hollen reports to Ralph C. Robertson, former Geyer Adv. vice president who recently joined Pharma-Craft as advertising director.

Hilton & Gray New Tampa Agency

Howard H. Hilton, formerly advertising director of Maas Bros. (department stores), Tampa, Fla., and G. William Gray, account executive-media director, Louis Benito Adv. Inc., Tampa, have formed Hilton & Gray Adv. Inc., there. The agency, opening tomorrow (Tuesday), will handle all phases of radio-tv advertising, merchandising, publicity and public relations. Address: 2920 Swann Ave. Telephone: Redwood 7-5795.

WJW takes Cleveland Radio to the people . . .

BUY MORE EFFECTIVE SELLING POWER ON WJW RADIO
WJW
RADIO
85
GREATER CLEVELAND'S GREATER SOUND

America's Largest MOBILE STUDIO

Completely self-sufficient with the most modern facilities, WJW's mobile studio has electrified broadcasting in Cleveland!

With dramatic impact, WJW has taken one of the greatest forward steps in Cleveland radio in years—and it has captured the imagination of the buyer-rich northeastern Ohio market. The huge success of this roving studio was evident from its first appearance when 100,000 spectators applauded its introduction to Cleveland! Daily broadcasting from high-traffic locations throughout its coverage area has made WJW Radio 85 an even more vital and attention-drawing force in this market of almost 4 million people! Take advantage of the tremendous local acceptance of WJW Radio with its new and bold mobile studio!

"Famous on the local scene"

WJW

RADIO 85 CLEVELAND

Represented Nationally by the KATZ AGENCY

STORER BROADCASTING COMPANY

Storer Radio

WJW	**WJBK**	**WIBG**	**WWVA**	**WAGA**	**WGBS**	**WSPD**
Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami	Toledo

Some homes are more VALUABLE

HOW TO CLEAN UP: reach the *GET AGE* audience. For advertisers, *GET AGE* homes comprise the most *valuable* audience in America. Because the *GET AGE* (the years between 16 and 49) includes families when they're young and growing ... when their wants and appetites are most prodigious. It includes, too, families at the very peak of their earning power – who are buying more than they ever will again. *GET AGE families spend an average of one-third more, per household, than any other age group!**

*Source: Alfred Politz, "Life Study of Consumer Expenditures," 1957. **Average audience based only on homes with housewife as classified by A. C. Nielsen. ***Average audience, estimated time costs and published talent figures based on A. C. Nielsen March-April, 1958 (Sunday through Saturday, 7:30-10:30 P. M., NYT). Cost per thousand homes per commercial minute for housewife homes (16-49 years of age) based on programming costs prorated to include all A. C. Nielsen housewife-classified homes.

than others

TIDY SUM: 73% of ABC Television's average audience** is made up of *GET AGE* homes. Corresponding figures for the other two networks are 66% and 65%. What's more, cost per thousand for *GET AGE* householders on ABC is $4.22. The other two: $4.67 and $5.08.***

Household for household, *GET AGE* families buy far more cleaning aids than anyone else. They buy far more home appliances, far more groceries, far more automobiles, far more of everything that's advertised on television. And remember:

You get them at the GET AGE on abc-tv

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

NORGE CAMPAIGN • Norge Div., Borg-Warner Corp., Chicago, plans $1.5 million advertising campaign starting in September. Saturation spot tv program planned in 91 markets to introduce new appliance products. Agency: Donahue & Coe, Chicago.

SPRING SHOWER • Advertisers ordering renewals and new business on NBC Radio for reported total of $500,000 during first two weeks of June include Mutual of Omaha (Bozell & Jacobs); Pabst Brewing Co. (Norman, Craig & Kummel); Purolator Products Inc. (J. Walter Thompson); 20th Century Fox Film Corp. (Charles Schlaifer & Co.); Standard Brands (Ted Bates); Sterling Drug (Dancer-Fitzgerald-Sample), and RCA (Kenyon & Eckhardt).

'FURY' FANS • General Foods Corp. and Borden Co., alternate sponsors of NBC-TV's *Fury* (Sat. 11-11:30 a.m.), have renewed sponsorship of program for 52 weeks effective July 12. Both orders were placed through Benton & Bowles, N. Y.

OWLS ENLIST GIANTS • General Cigar Co., for White Owl cigars, has purchased one-third sponsorship in CBS Radio's New York Giants football broadcasts next fall. General Cigar will sponsor third of each game of 12-game series beginning Sept. 28. Young & Rubicam, N. Y. is agency.

PICKS UP 'DOUGH' • Procter & Gamble Co. has signed to sponsor NBC-TV's *Tic Tac Dough* when it moves to Monday 7:30-8 p.m. time period Oct. 6. Contract is for 1958-59 season. *Tic Tac Dough* is currently on Thursday, 7:30-8, with Warner-Lambert and RCA-Victor as sponsors. Product and agency haven't been announced.

Chrysler, Edsel Hint Comeback On Network Tv 'Special' Shows

Chrysler Corp. may follow the lead of Buick and Pontiac (General Motors) in buying network tv "specials" for the 1958-59 season, judging by indications last week.

Edsel is considering use of network spectaculars, after relinquishing alternate-week sponsorship of NBC-TV's *Wagon Train* to the parent Ford Motor Co. Edsel agency is Foote, Cone & Belding, Chicago.

Having dropped *Climax* and *Shower of Stars,* Chrysler officials conferred again last week with Leo Burnett Co., Chrysler agency, about buying two special shows for the fall, but no plans have been finalized. Buick has signed for eight one-hour Bob Hope specials on NBC-TV. Pontiac will pick up six specials on CBS-TV and NBC-TV.

In another product category, FC&B started an eight-week radio spot drive on ABC, NBC and CBS with announcements for Armour & Co.'s Dial soap division.

Concert Network Claims Select Audience Tunes Fm

More than 200 advertising agency sales and media personnel in New York attended the first sales presentation session of Concert Network Inc., New York, last Wednesday to hear "The New and Challenging Story of Fm Radio."

The presentation, given by Lawrence Wynn, general manager of the Concert Network, traced the burgeoning interest in serious music as evidenced by the increasing sales of classical records and sheet music and the rapid growth in the number of fm-only stations. Concert network comprises WNCN-FM New York, WBCN-FM Boston, WHCN-FM Hartford and WXCN-FM Providence. A questionnaire sent by stations to 10,000 regular listeners, Mr. Wynn said, revealed the average listener tunes in to the network 30 hours a week on a six-day basis; the network listeners are substantially above the average in education, earning power and purchasing power, and are overwhelmingly in the 25-55 age group.

Concert Network has been operating as a network only a few weeks, according to Mr. Wynn, though three of the individual stations have been on the air several years. He advised agency personnel the network reaches a potential audience of more than 2.6 million people at a cost per thousand of 24 cents. A summary of the presentation is available from Concert Network Inc. at 28 W. 44th St., New York 36.

Two Sponsors on NBC-TV Sign for $3 Million Daytime

A total of $3 million in gross daytime business was reported last week by NBC-TV covering General Mills' sponsorship of 52-week campaigns on five programs and Standard Brands' renewal for another year of its current schedule on two programs.

General Mills, through Tatham-Laird, Minneapolis, has bought alternate Friday quarter-hour segments in *Treasure Hunt, The Price Is Right, Tic Tac Dough, Lucky Partners,* and *Haggis Baggis,* starting Sept. 12. Standard Brands, through Ted Bates & Co., N. Y., has renewed weekly Tuesday quarter-hour segments in *Tic Tac Dough* and *Queen for a Day,* effective Aug. 12.

Ajax $1.5 Million Account Shifted to McCann-Erickson

Colgate Palmolive Co., New York, has appointed McCann-Erickson to handle the $1.5 million advertising budget for Ajax cleanser. The account had been handled since its inception about seven years ago by Bryan Houston. The switch reportedly was made by "mutual consent" of Bryan Houston and Colgate.

Ajax uses radio and tv spots in addition and is represented on all five Colgate shows: *Dotto* on CBS-TV, *Big Payoff* on NBC-TV, *Thin Man* on NBC-TV, *Millionaire* on NBC-TV and *Dotto* (evening) on NBC-TV.

The announcement comes as no surprise, for it was known that Colgate was shopping among its seven agencies for a berth for Ajax. Colgate's agencies, aside from McCann-Erickson, are Ted Bates; Norman, Craig & Kummel; Cunningham & Walsh, Lennen & Newell; Street & Finney, and John G. Shaw. Bryan Houston will continue to handle Cashmere Bouquet products.

Phila. Agency Gets D.J.'s To Show Off Jingles to Clients

Philadelphia disc jockeys are featured at Arndt, Preston, Chapin, Lamb & Keen Inc. there in a taped presentation to show potential clients the advertising agency's creativity in the field of radio jingles and spots.

The disc jockeys, who donated their services, are Mac Maguire and Red Benson of WPEN; Phil Sheridan and Bill Webber, WFIL; Jack Pyle and Joe McCauley, WIP; Bill Wright and Doug Arthur of WIBG. They introduce jingles and spots taken from APCL&K's library by mentioning that listeners will hear "something a little better than the average run [of commercials] we get at stations." There is no set introduction or closing; this allows for dubbing a localized message into the presentation. The only cost incurred for making a series of 14 customer-presentations was $3.47 for buying and splicing the tape.

GLUEK REVIVES VENERABLE JINGLE

Revival of a radio jingle composed in the 1930's is selling beer again for the Gluek Brewing Co., Minneapolis.

The original singers (descendants of master brewer Gottlieb Gluek of Wurtemburg, Germany, who founded the company more than a century ago) were Arthur Gluek, E. J. Gluek and Charles Gluek, now president, vice president-general manager and sales manager, respectively.

Olmsted & Foley Inc., Minneapolis, the brewing company's new agency, started a 10-day teaser campaign last April in which six Twin Cities disc jockeys announced that, "The Gluek Boys are back." Goldswan Productions, N. Y., was retained to reproduce the jingle in its original form, written for a close harmony trio accompanied by a vaudevillian two-piano team.

In the new commercial a pair of rock-and-rollers make a false start but quickly agree that the only way to sing the Gluek song is the vintage version:

When good friends meet and hearts are gay,
Where frosted glasses click,
You'll always hear that bottle say—
Gluek! Gluek! Gluek!

New friends are being made each day,
Of folks who wisely pick,
The bottle that knows how to say,
Gluek! Gluek! Gluek!

(This is one of a series of full page ads appearing regularly in the NEW YORK TIMES)

Who could sell them
anything now . . . except
RADIO

And the Most Efficient Strategy to Reach Them is THE NATION'S VOICE

Radio's value as a selling medium is unquestioned today. But how is its great potential best realized?

To answer this question, a special strategy has been devised . . . a strategy called The Nation's Voice . . . which reaches customers efficiently, economically . . . regardless of budget size or marketing area.

Prime feature of The Nation's Voice strategy is the use of leading stations . . . just 48 of the more than 3000 stations now broadcasting. These 48 are located in major population centers. Theirs are the finest facilities. Farsighted policy calls for broad programming which appeals to *all* segments of the audience. They command the respect and confidence of that audience. And they are tuned in by more people . . . by a true cross section of the consuming public.

Leaders they are . . . top stations in top markets . . . authoritative . . . and believed!

These are facts . . . documented facts . . . confirmed many times in single markets, in regions and nationally by Alfred Politz Research, Inc. Yes, people do know the difference between stations! These leaders not only deliver *more* listeners . . . they reinforce the advertiser's message with their own authenticity, their own believability.

The Nation's Voice is flexible, too. It can easily be tailored to match your particular marketing needs . . . whether your needs are best served by all 48 . . . by the concentrated punch of the 18 Christal-represented stations . . . or by any number. Just let a Christal man detail for you the impact and efficiency of The Nation's Voice.

PUBLIC SERVICE · MARKET · MANAGEMENT · FACILITIES · PROGRAMMING

FIRST ON EVERY LIST ARE THESE 18 GREAT RADIO STATIONS

WBAL	Baltimore	**KFI**	Los Angeles
WAPI	Birmingham	**WHAS**	Louisville
WBEN	Buffalo	**WCKR**	Miami
WGAR	Cleveland	**WTMJ**	Milwaukee
KOA	Denver	**WHAM**	Rochester
WJR	Detroit	**WGY**	Schenectady
WTIC	Hartford	**KWKH**	Shreveport
WDAF	Kansas City	**WSYR**	Syracuse
KTHS	Little Rock	**WTAG**	Worcester

HENRY I. CHRISTAL CO., INC.

NEW YORK · CHICAGO · DETROIT · BOSTON · SAN FRANCISCO · ATLANTA

UA Adapts 'Vikings' To Television Series

Cashing-in on the phenomenal four-city success of United Artists' $4.5 million motion picture "The Vikings," United Artists Television last week disclosed that it will have available for the 1959-60 season a series of 39 "Norse Operas" under the same title. It becomes UA-TV's second of eight tv series now in planning and production stages.

While no script has been written nor casting discussed, UA-TV said last week it has two "major nibbles"—one from a chain of bakeries considering "The Vikings" for regional syndicated sponsorship; the other a national advertiser who is willing to gamble on a network basis.

Details of the UA-TV project were outlined Tuesday by UA operations vice president, Herbert L. Golden, who also heads the tv subsidiary, and Bruce G. Eells, executive vice president of UA-TV. To date, UA-TV has screened the motion picture "Vikings" for 650 advertiser and agency executives, both in New York and Hollywood. It followed the screenings with a massive sales pitch on behalf of the proposed tv version. Presentation highlights:

- UA-TV has on tap the services of 60 independent production firms, now engaged in theatrical film work, most of whom stand ready to turn to tv under similar financing-leasing arrangements they now enjoy through the parent company. Among them is Kirk Douglas Productions, which will produce the tv series but without the services of Mr. Douglas, who seeks to avoid "overexposure." Another UA member now in tv is Aries Productions, headed by ex-CBS producer-director Fletcher Markle. Aries now is shooting for completion for the 1958-59 season a "college-life" series for UA-TV titled *The Young in Heart*.
- The tv "Vikings" will be an economical property in that its projected cost for 39 installments is pegged at $42,000 each. Much of the capital investment in the $4.5 million theatrical film (a 30-acre Viking village in Norway, a 33-ship fleet of Viking craft, plus roughly $300,000 in other sets, costuming, armor) has already been amortized by the film's projected playdates and UA hopes to realize at least $8 million gross in box-office takes by the time the tv series is ready for showing.
- UA-TV will not sell on the basis of "one pilot film." With production slated to start in Europe the first of next year, UA hopes to have ready 26 scripts by Nov. 1, and will wait until it has at least that many programs in the "can" before asking for an advertiser commitment.

UA-TV disclosed also that by mid-December it will have "at least six other tv series ready to go." Since making its tv bow in 1956, UA has principally been involved in the sale of post-1948 theatrical films to stations.

'Sgt. Preston' Going Overseas

Television Programs of America will distribute *Sergeant Preston of the Yukon* tv series in all foreign countries, except Canada and England, under an agreement signed by Jack Wrather, owner-producer of the program, and TPA. A spanish version of the show is now being dubbed and has been sold to WKAQ-TV Puerto Rico., Manny Reiner, TPA's vice president, announced. The show is sponsored in the U. S. by Quaker Oats on CBS-TV (Thursday 7:30-8 p.m.).

'Artiscope' Animation Process Uses Live Action to Cut Costs

A new film process unveiled in New York last week combines the elements of live action photography with those of animation. The result is "Artiscope," which claims reduced tv commercial budgets for advertisers.

Artiscope was invented by Len Maurer, an executive with Illustrated Films Inc., Los Angeles. With patents pending, Mr. Maurer—in New York to set up Artiscope operations in the field of television commercials—would not discuss the electro-chemical process for transferring a live action frame to an animated cel. Nor would he disclose the advertiser who has ordered the first tv commercial in Artiscope. (One advertiser, the Borden Co., has prepared a test commercial through Young & Rubicam but, explained Mr. Maurer, this was merely for "in-shop" consumption.)

Servicing Artiscope in the East will be Wylde Studios Inc., 41 W. 57th St., New York 19. Wylde has been in business three years, chiefly working on network radio-tv promotional work such as musical weather jingles for NBC Radio and tv spots for NBC-TV—using normal film processes.

Artiscope commercials are shot as live-action film, with a series of electro-chemical treatments used to convert automatically the photo-images to inked drawings on celluloid. These drawings represent no more than the outlines and salient features of figure or prop. This, 90% of hand labor required to draw the initial figures has been eliminated. The only handwork entailed is that of coloring—for color tv—or shading the outlines. Artiscope can be done as cheaply as $80 a foot, claim its perfectors, and "will give an advertiser animation without jumps, quivers or jerks, usually caused by human error."

THIS *is a still-shot from the "Artiscope" demonstration film, showing a live ballerina whose figure outline, dress and facial characteristics have been transposed to animated form via an exclusive electro-chemical process on which patent is pending.*

UPA Pictures Production Transferred to West Coast

UPA Pictures Inc., Burbank, Calif., Thursday announced it would retrench its tv commercial operations by moving film production work out of New York and back to the West Coast. While the official company position—as announced by UPA President Stephen Bosustow—was that UPA sought to "offer all of our clients a wider range of animated commercial and entertainment talent represented by UPA in total," it was learned that the actual reasons for the switchback could be attributed to economics and talent.

UPA-New York maintains "a considerable overhead" in its midtown offices and studios which, it is understood, had become harder to justify in terms of actual agency assignments. Furthermore, its key creators who in the early years of UPA activity lent the company prestige, all have left. Among them were Gene Deitch and Chris Ishii, art directors instrumental in developing (with Young & Rubicam) the famous "Bert and Harry Piel" tv spots, and John Hubley, Art Directors Club of New York prize winner. Mr. Deitch, now a consulting art director, formerly headed the CBS Terrytoons creative division; Mr. Ishii recently joined Pelican Films, and Mr. Hubley for the past three years has run his own company.

UPA creative work now will fall under direct supervision of Vice President Herb Klynn, on the Coast.

While UPA is folding its production operations in New York, it will "augment" its service sales office in the East with additional personnel. Recently, UPA inaugurated a series of seminars on animation both inside its own offices and on a "road-show" principle at agencies requesting this gratis service. Both programs—directed by New York sales head Paul Garrison—are designed to win back advertisers to animation.

Guild Films Gets Back in Black

Guild Films Inc. announced a net profit on operations before Federal taxes of $261,621 for the first six months of the 1958 fiscal year. John J. Cole, president of the firm, said that during the first quarter of the fiscal year the company had shown a loss of $318,011 which had been wiped out by profits earned during the second quarter. A comparison of gross film rental income between the first six months of 1957 and 1958 shows an increase of $778,746. However, the net profit before taxes in 1957 is $452,383 as against $261,621. Mr. Cole, who reorganized Guild's sales policy soon after taking over as president of the firm [FILM, May 26], said the new profit position indicates that "we are on the right road."

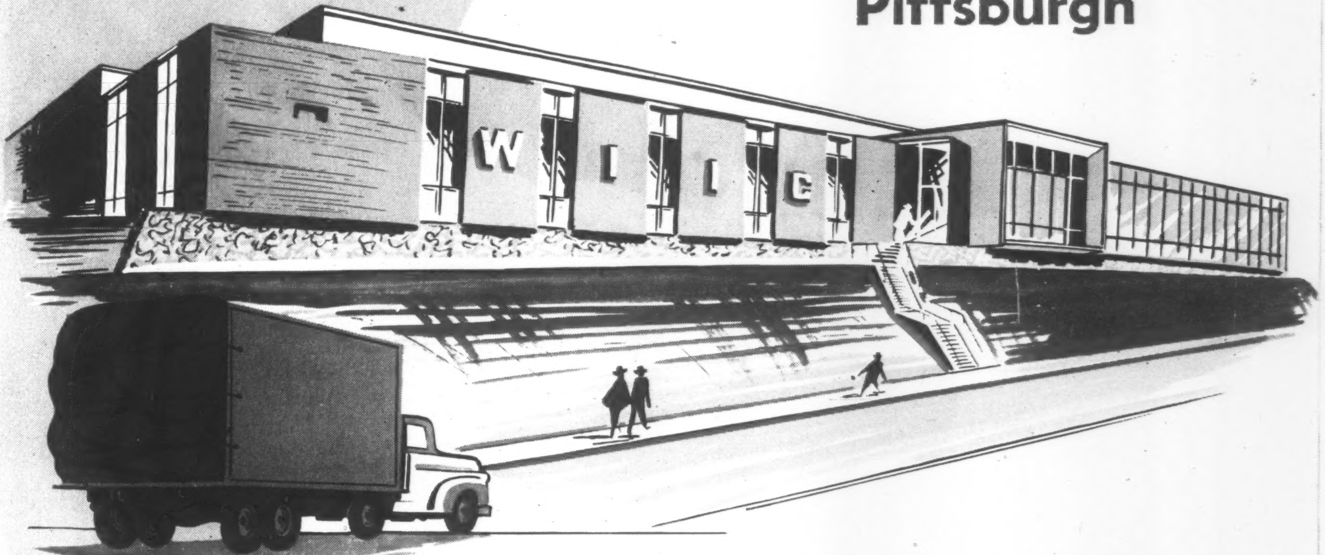
ON CAMERA

Warner Bros. Television, Burbank, Calif., reports it has begun shooting on its newest tv series, *Howdy Podner*, described as situation comedy in western setting. Richard L. Bare-James O'Hanlon production is being filmed on location in Las Vegas; it will be

We're Moving.......

WIIC CHANNEL 11

Pittsburgh



.....IS ON THE MOVE to its new TELEVISION CENTER

Pittsburgh's finest and most complete studio and production facilities

AFTER JUNE 30, 1958
OUR NEW ADDRESS WILL BE
341 Rising Main Street
NORTHSIDE, PITTSBURGH 14, PA.
FAirfax 1-8700

Johnson's whole ball of wax is on the CBS Television Network

Starting this Fall, S. C. Johnson will concentrate all of its network television advertising on the network which repeatedly delivers the largest nationwide audiences in advertising.

As the biggest manufacturer of wax polishes in the world, Johnson needs the biggest audiences it can get—and has found them consistently on the CBS Television Network.

For the past three years it has demonstrated the efficiency of its products to an average audience of 27 million viewers, aided and abetted by Red Skelton. In its programming plans for the Fall, it has not only announced the renewal of this popular comedy series, but has *increased* its product-exposure by ordering two additional nighttime programs.*

Johnson underwrites its belief in the effectiveness of network television by committing most of its advertising appropriation to a medium still growing at the rate of *600,000 viewers a month.*

This same confidence accounts for the current wave of renewals by America's leading advertisers on the network which in 70 consecutive Nielsen Reports issued since July 1955, has been credited with the largest audiences in all television.

"Derringer" and "Dick Powell's Zane Grey Theatre"

available for network showing this fall.

Don Fedderson Productions, Hollywood, has completed pilot film of new tv series titled *The Quiet Man* starring **Jack Lord** and **Wanda Hendrix.**

FILM DISTRIBUTION

Transfilm Inc., N. Y., has produced *Story of the America's Cup* for Thomas J. Lipton Inc., N. Y. Documentary tells story of 107-year-old international yachting competition being run this year after two-decade absence. Available rent free through Association Films, N. Y.

FILM SALES

Associated Artists Productions reports its Warner Bros. cartoon library has been sold in its 100th market. New sales of cartoons: WDSM-TV Duluth; WRGB (TV) Schenectady; KOAM-TV Pittsburg, Kan.; WMTV (TV) Madison and KYW-TV Cleveland. Popeye sales reported: WSPD-TV Paducah and KODE-TV Joplin, Mo. Also announced were additional 350 Warner Bros. features to earlier 230 acquisition by WDSM-TV; Jupiter package of 52 Warner Bros. features to KCSJ-TV Pueblo, Colo.; WKRC-TV Cincinnati; WBAY-TV Green Bay, Wis., and WHCT (TV) Hartford; Vanguard package to both WKRC-TV and WBAY-TV; Gold Mine library to WWLP (TV) and WHYN-TV Springfield, Mass.; and additional sales to stations of its Movieland and Sherlock Holmes features. WSYR-TV Syracuse and WABT (TV) Birmingham purchased additional 350 Warner Bros. features for full library ownership. AAP also has sold 574 Warner Bros. features to WOOD-TV, Grand Rapids; WFMJ-TV Youngstown, Ohio, acquired Warner cartoons and renewed its contract for Popeye cartoons. Packages from its Gold Mine library were sold to KLOR-TV Provo, Utah, and WTAR-TV Norfolk.

Ziv Television Programs reports international sales in first five months of 1958 increased by 32% over those of same period of 1957. In past month, company has completed sales of 15 different Ziv series in 13 countries. Ziv product was sold in Puerto Rico, Mexico, Venezuela, Argentina, Nicaragua, El Salvador, Cuba, Guatemala, Germany, Italy, England, Australia and Scotland.

MCA reports package of Paramount features sold to WOOD-TV Grand Rapids.

RANDOM SHOTS

Columbia Pictures Corp., N. Y., reports consolidated net loss computed for quarter ended March 31, 1958, amounted to $227,000, as against net loss of $395,000 in previous quarter and net profit of $175,000 for corresponding period last year. Though figure covers Screen Gems Inc., Columbia's tv subsidiary, it reported that SG operated at profit during quarter ended March 31.

Desilu Productions Inc. has bought Dr. Margaret Blanton's novel, *Miracle of Bernadette,* for its *Westinghouse-Desilu Playhouse* series which debuts Oct. 6 over CBS. **Ludi Clair** will do adaptation.

TRADE ASSNS.

Tv Film Group Organizing To Protect Interests Abroad

The organizing committee for a proposed export association in the television film field last week elected Merle S. Jones, president of the CBS-TV Stations Division, as its temporary chairman. The voting was held among representatives of the major tv film distribution companies, which have been conducting exploratory talks over the past few months to organize an association that would promote and protect their interests in overseas markets.

Mr. Jones, whose office includes CBS-TV film sales, said he will appoint three working committees—financial, constitution and bylaws, and personnel and organization—to report within six weeks. The organizing committee approved "a vote of gratitude" to the Motion Picture Export Assn. of America, a group that is promoting theatrical film interests abroad, for its guidance.

FC&B's Carter Named AAW Head

Nelson Carter, vice president of Foote, Cone & Belding and general manager of the agency's Los Angeles office, was elected president of the Advertising Assn. of the West. Mr. Carter was appointed at the AAW annual convention in Vancouver, B. C. He succeeds John Hoefer, president of Hoefer, Dieterich & Brown, San Francisco.

First Ad Agency Group Meets

The First Advertising Agency Group is holding its 30th annual conference June 30 through July 3 at the Hotel Leamington, Minneapolis. The group, comprised of 29 agencies throughout the country, will be hosted by Foulke Agency Inc. there.

This year it will be a "workshop conference"; panelists have been selected to handle a variety of subjects of interest to agency managers and covering all phases of agency operation. Individual agencies will be given awards at the June 30 luncheon for the competence of work submitted for judging. The FAAG conference closes with a discussion of administrative matters and the group's future plans.

Allen Heads Pa. UPI Group; Meeting Hears Economic Report

George Allen of WBVP Beaver Falls, Pa., was elected president of UPI Broadcasters of Pennsylvania at its June 14 meet in Mechanicsburg. Joseph Shivers, WEEU Reading; James Magee, WTPA (TV) Harrisburg, and Robert French, WVSC Somerset, were named vice presidents of eastern, western and central districts, respectively.

Elmer C. Walzer, UPI financial editor, told the session that although the recession appears to be over, nothing suggests a sudden boom. He predicted that the recession would "try our patience during the summer," but pick up in the autumn and have a "fairly broad recovery by year-end."

AWRT Schedules Conferences

The American Women in Radio and Television last week announced the dates of eight upcoming conferences to be held by the organization and its chapters throughout the country. Conferences include New England, Stowe, Vt., Sept. 12-14; southern area, Columbus, Ga., Sept. 26-28; national board meeting, New York, Oct. 3-5; midwest, Kansas City, Oct. 10-12; Pennsylvania, Erie, Oct. 24-26; Indiana, Indianapolis, Nov. 15-17; national board meeting, New York, Jan. 16, 1959, and national annual convention, New York, April 30-May 3, 1959. Doris Corwith, supervisor of public service programs for NBC, last week was named chairman for the 1959 national convention.

La.-Miss. AP Assn. Picks Sides

Bill Sides of WELO Tupelo, Miss., was elected president of Louisiana-Mississippi AP Broadcasters Assn. at its annual convention June 21-22 in New Orleans. Al

REPRESENTATIVES of New Orleans stations WWL, WDSU, WJBW, WTIX, WYLD, WBOK, WNOE and WSMB met at the local St. Charles Hotel June 16 to form the New Orleans Radio Broadcasters Assn. Glancing over the association's by-laws (l to r.): Ed Prendergast of WBOK, treasurer; Fred Berthelson, WTIX, vice president; Frank Warren, WSMB, president, and John Vath of WWL, director at large.

INITIATIVE

. . . the quality that always seeks new and better ways.

In serving our clients we prefer to use our initiative . . . give that extra measure of performance that makes their job easier, more productive.

We call it creative selling. It makes friends . . . as well as sales.

AVERY-KNODEL
INCORPORATED

NEW YORK ATLANTA DALLAS DETROIT SAN FRANCISCO LOS ANGELES CHICAGO SEATTLE

Crouch, news director, KENT, Shreveport, La., was named vice president.

Mr. Crouch and Gene Goss, news director, KWKH Shreveport, were co-winners of the association's newscast contest.

Rev. Steiner Named by Catholics, WJBK-AM-TV Gets Assn. Awards

Catholic broadcasters during the final days of their 10th annual convention in Chicago [TRADE ASSNS., June 23] elected a new president and made awards.

The Very Rev. Celestin J. Steiner, S.J., president, U. of Detroit, was named to succeed Rev. Michael Montoya as president of the Catholic Broadcasters Assn.

WJBK-AM-TV Detroit received plaques in recognition of their public service programming and contribution of equipment to the Detroit Educational Tv Foundation and educational radio stations. CBA certificates of special honor were presented to WNHC-TV New Haven, Conn.; WOOD-TV Grand Rapids, Mich.; KTVI (TV) St. Louis; KWNO Winona, Minn.; WFMJ Youngstown, Ohio, and WDEL Wilmington, Del.

RTES Has Date Clearing House

To help erase the "conflict" from conflicting business luncheons and meetings, the Radio and Television Executives Society of New York last week announced it is setting up a "clearing house of dates" through its regular office phone, Murray Hill 9-3480. RTES Executive Director Claude Barrere explained that those planning promotion, sales or other events now can check with the clearing house to avoid unfortunate conflicts.

Greeley Heads 4A Chicago Unit

Election of Joseph Greeley, vice president marketing at Leo Burnett Co., as chairman of the Chicago council of the American Assn. of Advertising Agencies has been announced. Reginald G. Carey, vice president and Chicago manager of Campbell-Ewald, was named vice chairman and Alex T. Franz was elected secretary-treasurer. James G. Cominos, vice president and radio-tv director of Needham, Louis & Brorby, was elected chairman of the central region in a series of previous AAAA regional elections [TRADE ASSNS., June 16]. Governors of the Chicago council are Robert H. Brinkerhoff, vice president in charge of Chicago operations, Young & Rubicam; Robert R. Burton, vice president and Chicago office manager, Kenyon & Eckhardt; W. R. Gillen, vice president, BBDO; Lee Hammett, president, Western Adv. Agency Inc.; Ivan Hill, executive vice president, Cunningham & Walsh, and Nathan E. Jacobs, president and manager, Bozell & Jacobs.

RAB Sessions Rescheduled

Date for the Radio Advertising Bureau's regional management conference at Sequoyah State Park, Okla., has been changed to Sept. 11-12 and the one at Highland Park, Ill., to Sept. 22-23, RAB announced last week. The change was made to avoid conflict with other industry sessions. Other fall management conference dates are unchanged: Ponte Vedra Beach, Fla., Sept. 4-5; Palo Alto, Calif., Sept. 8-9; White Sulphur Springs, W. Va., Sept. 15-16; St. Clair, Mich., Sept. 25-26, and Princeton, N. J., Sept. 29-30.

Indianans Start on Library

Work on a radio recording and tv film library at Purdue U., supported by the Indiana Broadcasters Assn., will start soon. The library will contain recordings, film clips and still pictures linked to contemporary events in Indiana state history. An IBA appropriation of $500 to start on the project has been announced by Joseph Higgins, WTHI Terre Haute, association president and Dr. Frederick L. Hovde, Purdue president. Compilation work will be undertaken by the university's audio-visual center under Lloyd D. Miller, with Jack Carrolt, WBAA Lafayette, as coordinator. The IBA committee is headed by Ronald Ross, WPTA (TV) Roanoke (Fort Wayne).

TvB Adopts Multiple Program In Selling Efficiency Effort

Television Bureau of Advertising's new Sales Advisory Committee held its first meeting last Wednesday and approved a multiple-pronged approach to more efficient selling.

TvB President Norman E. Cash said the group decided to call upon all members to share selling ideas; to create, through TvB, a backlog of top local tv commercials as success stories; to urge members to call freely upon the bureau for help in solving individual sales problems, and to have TvB take steps to develop a film to "train salesmen in their own backyard." TvB's "Vision of Television 1958" film presentation will continue to spearhead the bureau's sales efforts with key business executives.

The group came out of the meeting with a new sales slogan: "Selling by Visual Example." This, Mr. Cash said, is "television's greatest single weapon" in "meeting today's sales challenge." He added TvB will "continue the selling of television by dealing with facts, not fiction nor glittering generalities."

Sales advisory committee members are H. P. Lasker, Crosley Broadcasting, New York; Lester Rau, KOLN-TV Lincoln, Neb.; Robert Morrison Jr., WKBT (TV) La Crosse, Wis.; Bradley Eidman, WGN-TV Chicago; William B. Faber, WFLA-TV Tampa; H. Needham Smith, WTRF-TV Wheeling, W. Va.; George Klayer (representing Tom Dawson), CBS-TV Network, New York; John Dickinson, Harrington, Righter & Parsons, New York; Neal J. Edwards, WMAL-TV Washington; Russell Woodward, Peters, Griffin, Woodward, New York; John Denninger, Blair-Tv, New York; John R. Vrba, KTTV (TV) Los Angeles; Jay Heiten, WRCA-TV New York, and Jack Tipton, KLZ-TV Denver. All but Mr. Tipton attended last week's meeting, held in New York.

Next meeting of the group is set for November, coinciding with TvB's annual membership meeting. The sales Advisory Committee expects to meet three or four times a year.

Class of '58: RAB's graduate course in radio sales

Eighteen radio station executives have finished Radio Advertising Bureau's first "graduate school" session on radio salesmanship held at the Shoreham Club, Old Greenwich, Conn. [TRADE ASSNS., June 2]. RAB President Kevin B. Sweeney passed out "diplomas" June 21.

The week-long course—40 hours of classroom instruction by RAB executives and visiting lecturers from agencies, stations and other fields—covered all aspects of radio selling. In addition to the homework assigned each night, the students had to make individual station pitches before a tough audience—the same RAB people who annually make hundreds of presentations to advertisers.

Whether RAB will turn this school into a yearly event is yet to be decided, Mr. Sweeney said. Decision will depend on what the students' employers think when their wards return to work.

The curriculum included engineering, radio history, radio dimensions, auto radio, ratings, advertising, radio economics, commercials, etc. Instructors included Mr. Sweeney; RAB vice president and general manager Jack Hardesty ("Dean of Studies"); promotion director Miles David; member services director Warren Boorom and other RAB staff members.

Students were Gene Barry, WEBR Buffalo; George H. Gallup, CBS Radio, New York; John Guarieri, WBUD Trenton, N. J.; Thomas Hume, WMAL Washington; Cabell Ishphording, WGH Norfolk, Va.; Ed John, WHVR Hanover, Pa.; William McCadin, WGH; Earle McDonald, WRVA Richmond; Ed McMullen, WINS New York; Ed Meagher, WRC Washington; Bill Rolley, WCAU Philadelphia; Bernard Sandler, WITH Baltimore; Zoel P. Silverman, KDKA Pittsburgh; Gil Thompson, WCAU Philadelphia; Bill Valenteen, WIBG Philadelphia; Charles Ventura, WIBG; Bill Watson, WITH, and Chet Zaneskie, WHDH Boston.

THIS OUTDOOR SEMINAR along the sea wall drew the entire RAB student body to discuss agency organization with visiting professor Alan Tripp (far right), president of Bauer, Adrian & Tripp, Philadelphia. The location: Old Greenwich, Conn.

OLD PRO Kev Sweeney shows how it's done. In this case the demonstration is on the proper technique in using a "Vu-Graph."

THIS TEAM (left) had to make a pitch to the "Black & White Agency"—one which never uses radio. Each student of the course took his turn before the skeptical panel.

HOW TO KNOCK the competition (lightly) was demonstrated by this "team" pointing up the multiplicity of newspaper ads.

ON THE VERANDA: A class gets the word on the operations of a coffee processor from Edwin Ehlers Jr., vice president of Albert Ehlers Coffee Co., New York, another of the visiting professors who lectured during the week's course.

ALL OVER: Mr. Sweeney, in academic regalia, presents "diplomas" during a somewhat-less-than-serious commencement.

PASTORE READS RIOT ACT TO FCC FOR 4 YEARS OF INACTION ON UHF

- **Senator stands 'em up, dresses 'em down at hearing**
- **CATV operators present their side of that dispute**

The FCC was hard-pressed—in fact unable—to explain to the satisfaction of Sen. John Pastore (D-R. I.) why it has not taken some concrete action during the last four years to alleviate the plight of uhf television stations. And, during the process, the senator gave all the commissioners a tongue-lashing for their inability to reach an agreement and made them stand up for an accounting.

This all came about last Wednesday during the FCC's second round of testimony in the past five weeks before the Senate Commerce Committee in its current allocations study [GOVERNMENT, June 2].

The Commission appearance was preceded on Tuesday by testimony from CATV operators and counsel. They maintained (1) community systems have been unjustly charged by a small group of broadcasters, (2) willingness to accept federal regulation although legal authority does not now exist, (3) CATV systems and tv stations complement one another in the same market, (4) relations in most instances actually are serene between community systems and broadcasters and (5) their rights to rebroadcast without paying programming rights or securing station permission. (CATV testimony starts on facing page.)

Sen. Pastore's blast against the Commission began innocently enough. At the start, he asked Chairman John C. Doerfer if seven members were not too many and that maybe three might expedite matters. "I'm not so sure," Comr. Doerfer replied. Sen. Pastore then called the FCC to task in no uncertain words for its failure to provide a solution to the uhf problem.

"You tell me how much closer to a solution we are today than four years ago," he challenged all seven commissioners, who were present. He asked for tangible evidence that something has been accomplished. None was offered. "You have seven points of view. Don't you ever agree on anything?" the senator asked. He then asked the commissioners how many favored deintermixture. Comrs. Robert E. Lee, Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford stood. Next, Sen. Pastore asked how many were opposed to deintermixture and received yeas from Comrs. Doerfer, T. A. M. Craven and the newest member, John Cross.

"Why does it take so long to say definitely: This will be or won't be?" the senator then asked. He lambasted the FCC because "you can never seem to make up your mind" and never reach a compromise. "My goodness, if we ran the U. S. Senate like this, where would we be in this country?" he asked in continuing a lecture on the FCC's inability to reach a compromise.

He reminded the commissioners that two years ago then FCC Chairman George C. McConnaughey promised the Senate a solution to the uhf-vhf problem by the spring of 1957 "and he quit the Commission . . ." about then. At this point, Comr. Bartley interjected that the FCC is further away from a solution now than in 1955 because so many vhf stations have gone on the air in uhf areas.

Sen. Pastore replied that if the Commission is not going to deintermixture markets "Let's tell them [uhf stations]. Let's quit kidding them." Whereupon, Comr. Doerfer attempted to enter a defense of the Commission. He said that even if the FCC voted to remove v's from selected markets, it would take at least two years to effectuate the decisions because of certain court appeals.

Comr. Doerfer also maintained that if all tv were shifted to the 70 uhf channels, the public would receive less service than it does today and that the first time a v is removed from an individual market, the representatives and senators from the chosen state would be the first to "scream." He said it would be "foolhardy" for the FCC to act today because it lacks sufficient information and and is waiting for a report from the Television Allocation Study Organization.

SEN. PASTORE

The senator replied: "We have been waiting four years. When are we going to get this information? That is exactly the point I am trying to make." He said if the FCC doesn't act soon, it will be too late because uhf will be completely dead. After that, Sen. Pastore excused himself to attend another hearing. Following a short recess while another senator was secured (see box), the FCC questioning continued on a more serene basis by counsel Kenneth Cox.

Comr. Doerfer said he did not think the Commission is actively working to complement its announced 1956 plan looking toward shifting all tv to uhf. Comr. Craven said that no major emphasis has been placed on the development of uhf equipment by manufacturers and that the FCC has not encouraged such a program except through informal conferences.

Mr. Cox thought such action would take a formal policy announcement by the FCC such as to stipulate that there would be no more vhf tv after "eight years." Comr. Craven replied such a move merely would inform the public that it would have to pay twice as much for tv sets and "I'm not ready to do that."

The Commission has no plans to find out why NBC is giving up on its owned uhf WBUF (TV) Buffalo, N. Y. He said the FCC would check into the failure if the committee so desired but asked: "What could we learn that we don't already know?"

Both Comr. Doerfer and Craven said the latter's proposal to shift all tv into a single band of 25 channels, starting with 174 mc (present ch. 7) is under study in the overall allocations survey [GOVERNMENT, June 23, LEAD STORY, June 2].

Comr. Craven said government investment in present equipment "in the billions" would have to be phased-out before the plan could be put in operation. However, he said, the equipment would become obsolete in 7-10 years anyway.

A personal investigation convinced him that the 25 proposed channels are sufficient for a broad, national tv service, Comr. Craven testified. He said there would be a difference in performance between the lowest and highest channels in the band but a compensation could be made with higher powers for the upper-band channels.

Counsel Cox asked Comr. Doerfer the purpose of the Commission's recently-announced "crash" study of its tv allocations. He questioned whether the Commission's staff could come up with any information or conclusions not already considered by the FCC.

Comr. Doerfer replied there is much additional allocations information, uhf material and other pertinent matters which the Commission has not had at its disposal in past allocations decisions. He said the whole matter can be recast from a different approach with many possible solutions that have not been considered. He expressed the hope TASO, which is due to submit a final report late this year, will come up with additional and helpful information.

He said the Commission attends most TASO meetings and is kept abreast of its progress.

The committee's counsel then questioned the Commission about each of its 13 individual deintermixture decisions. He was particularly critical of the FCC's refusal to delete vhf channels (instead adding additional channels) in Norfolk, Va., New Orleans, Miami, and Schenectady, N. Y. Mr. Cox contended the Commission turned down a chance to give uhf a tremendous boost in those four markets.

Comr. Doerfer agreed the Commission's actions had the effect of forcing existing uhf stations off the air in each of the four cities but maintained that any action taken would have been of very little assistance to uhf.

The FCC chairman said a recently-submitted ABC plan designed to add a third v to 14 top markets is under consideration [LEAD STORY, June 16]. "Personally, I believe the plan has merit," he said. Mr. Cox asked if it had enough merit to be considered as an interim measure or if it would have to wait for an overall FCC decision on allocations.

"I can't answer that now," Comr. Doerfer replied. Harold Cowgill, chief of the

Broadcast Bureau, said the ABC plan now is before his section but that the Commission does not have enough engineering information to institute the required rulemaking proceedings. Mr. Cox maintained this information could be secured in comments to the rulemaking.

Comr. Craven agreed that "immediate relief" is needed and said the ABC plan should be placed in a rulemaking proceeding.

Mr. Cox had not finished his interrogation of the Commission at 4:30 p.m. Wednesday when the only senator present, Andrew Schoeppel (R-Kan.), had to go to the Senate floor. Hence the FCC was told to return sometime this week. No date had been set late Friday.

CATV Operators Tell Their Side of It

E. Stratford Smith, attorney for the National Community Tv Assn., told the committee the FCC currently has no legal authority to regulate CATV but that his organization has no objection to such regulation if investigations show that it would best serve the public interest.

He said NCTA currently is studying the possibility of such legislation and will work actively with others to develop an appropriate area for federal regulation if it is deemed advisable. He made it plain such regulation should be federal, rather than state, and cited several decisions by state courts and public service commissions that CATV systems are not common carriers and therefore not subject to state control.

The FCC, Mr. Smith said, recognizes the reason behind appeals to place community systems under regulation—freedom from competition. NAB and others are in error in maintaining the Commission has authority to regulate CATV, he stated.

Counsel Cox asked Mr. Smith about a May 1952 FCC staff memorandum holding the Commission does have such authority. The witness admitted that he, then an FCC attorney, wrote a majority of the opinion. It's obvious that he has since changed his mind on the subject, he said.

Over $100 million has been invested in CATV during the past eight years, Mr. Smith stated, with 700 systems in operation serving 1.5 million people. Considering these figures, he said, "I submit that extremely little has been said that reflects on the CATV industry as a whole even if it be assumed that there has been no bias of self-serving motivation in any of the remarks made."

He said the complaints have been made by a small number of broadcasters from the same general area, using CATV as a scapegoat for an unfortunate economic plight. Generally CATV enjoys excellent relationships with tv stations, he said.

"In making this statement, I am not unaware of the fact that there does exist a basic issue between the tv broadcaster and the community antenna operator . . . It is the question of the right of the public to receive tv through a master antenna system without having to pay special charges not paid by other members of the public to cover copyrights and performance rights," Mr. Smith stated. The CATV position is that it has the legal right to rebroadcast programs without paying performance rights, Mr. Smith told the committee, but final settlement of the question can only be made by the courts. He noted that NAB has allocated money to finance a test case [GOVERNMENT, June 23] and welcomed such a test.

In answer to a question, Mr. Smith admitted there are a "good number of examples" where CATV systems have rebroadcast at station's program without permission. He said he advised the operators they have a legal right to do so and expressed the opinion that copyright protection no longer exists once a program has been broadcast.

Milton J. Shapp, president of Jerrold Electronics Corp., said that of 83 tv stations going off the air since 1952, only eight were in areas served by CATV systems. In only three cases has the CATV system even figured as an alibi for leaving the air, he said.

Mr. Shapp, whose firm operates nine CATV systems and has equipped 400 others, stated that in an "overwhelming" number of cases, community systems have paved the way for local tv stations. He also maintained that increased rates of stations in cities served by community systems contradict the contention that CATV systems are harmful to regular tv stations. He said it was unethical for a small group of broadcasters to blame CATV for competitive problems and mistakes in business judgment.

Archer S. Taylor, 18% owner of Northwest Video Inc. (CATV system serving Kalispell, Mont.), which in turn owns 30% of KGEZ-TV Kalispell, testified on the Montana situation. He denied emphatically that the community system forced KGEZ-TV to go dark and [GOVERNMENT, June 2] cited Northwest Video efforts to keep the station on the air.

He said the community antenna system was in operation three years before KGEZ-TV submitted its application; consequently "KGEZ had ample opportunity to assess the situation before going ahead with construction." He charged that KGEZ-TV majority owner Frank Reardon repeatedly rejected Northwest Video offers designed to keep the station on the air.

Mr. Taylor also maintained that Mr. Reardon and A. J. Mosby, owner of KMSO-TV Missoula misrepresented the facts in relating to congressmen their efforts to secure common carrier service from CATV systems. "Without CATV, Montana will be denied the choice and quality of tv program-

CATV ADVOCATES AT THE SENATE

MR. SMITH

MR. SHAPP

MR. FLINN

MRS. BRADER

MR. TAYLOR

MR. COLLINS

ming which is enjoyed in larger markets," he said. "There seems to be no sound reason why Montana should be arbitrarily held to provincial status to this way in order to give a financial advantage to a broadcaster who is not willing to utilize common carrier services himself. . . ."

Clifton W. Collins, representing the Pacific Northwest Community Tv Assn., stated that it "is not a fair or true statement of the existing conditions" to charge that CATV and local tv stations cannot co-exist. "We recognize the fact that we are in some instances competitive, but we also realize that competition resulting in increased and in better tv service to the public is healthy competition."

He said PNCTA urges its members to encourage local tv stations. However, he stated, "to subscribe to the theory of allowing antenna systems and licensed translators to operate only in areas where there is no local broadcast station service means simply that the areas where there is no local tv station would have greater tv service than those areas served by a local station. . . . The community antenna system, being a legal industry providing tv service, is entitled to operate wherever it may economically serve."

Mr. Collins called for a cooperative approach between broadcasters and community tv operators. Governmental regulation will not guarantee the successful operation of non-economic broadcast stations, he said.

Construction of a CATV system is only the first step toward building a local tv station, Charlotte Brader, general manager of KOJM Harve, Mont., and president of the local community system, told the committee. She said KOJM decided to operate such a system in 1954 because it had an obligation, as the city's only radio station, to provide a tv service.

She also hit broadcasters' use of the "pay tv scare" to campaign against CATV. She said a handful of stations cashed in on the "hysteria" by leading the public to believe that cable tv and pay tv were the same. On federal regulation, she told the committee: "We are not opposed to regulation. We have the highest regard for the FCC.

W. L. Reiher, owner of a small CATV system in Twin Falls, Idaho, with an FCC application pending to build a microwave system to serve 4,000 additional families, assailed the testimony of Gordon Glasmann, owner of KLIX-TV Twin Falls, before the committee last month [GOVERNMENT, June 2].

"For KLIX-TV to publicly state that 95,000 people outside Twin Falls depend on [KLIX-TV] for their only tv service is a gross misstatement of the actual facts," Mr. Reiher stated. He said 99% of the homes in the area have access to one or more channels other than the Twin Falls station. "The Glasmann testimony was directed not to the fact-finding committee but to the advertising agencies with whom they do business," he charged. KLIX-TV programming "deteriorated to a point where I received hundreds of requests to expand my CATV systems to other areas," Mr. Reiher said. He also charged that KLIX-TV often aired three to seven spots between shows and program content was deleted to make room for commercials.

HELP WANTED

There was a tremendous scarcity of senators—at least members of the Commerce Committee—on Capitol Hill last week. Just as a month ago [GOVERNMENT, June 2], counsel had trouble finding a member of that body to preside at Tuesday and Wednesday allocations hearings.

Sen. Frank Lausche (D-Ohio) presided over the Tuesday morning session and at the noon break announced the hearing would reconvene at 2:15 p.m. When the appointed time arrived, no senator was present to take testimony from operators of CATV systems. At 3, 4 and 5 o'clock, still no elected official had made an appearance. Finally, at 5:30, after the witnesses had been waiting for over three hours, Sen. A. S. (Mike) Monroney (D-Okla.) put in an appearance and listened to the CATV defense until 7:05.

Wednesday afternoon, Sen. John Pastore (D-R. I.) was around just 30 minutes—long enough to give the FCC a face-to-face lashing (see story). When he had to leave, a 20-minute recess was called until the services of Sen. Andrew Schoeppel (R-Kan.) could be secured. He called an abrupt halt to the proceedings at 4:30, long before committee counsel had finished his interrogation, and ordered the Commission to come back before the "committee" this week.

In addition to carrying the three network services from Salt Lake City, Mr. Reiher said he plans to provide a channel on his proposed CATV system for KLIX-TV.

Paul B. McAdam, owner of KPRK Livingston, Mont., and operator of a CATV system there, charged that broadcasters' complaints against community antenna systems are "a rather clever attempt to eliminate competition." He challenged the contention that KGEZ-TV Kalispell, Mont., was forced to suspend operations because of competition from CATV [SPECIAL REPORT, May 12]. "This has definitely not been proven," he said. "The town is too small, in the first place to support a television station."

He said the Livingston system serves 1,800 of the city's 2,300 homes with five channels at a cost of 12¢ per day, "less than the cost of antenna upkeep for the individual." The system also has its own vidicon cameras and originates closed-circuit local programs.

Glenn Flinn, co-owner of the Tyler, Tex., CATV, denied his firm has been "callous or unconcerned" with the problems of ch. 7 KLTV (TV) Tyler. In testimony before the committee last month, KLTV General Manager Marshall Pengra claimed that CBS-TV had cut its network rate from $225 to $50 because of the community antenna competition. Also, Mr. Pengra charged, the antenna company degraded the KLTV signal by changing it from ch. 7 to ch. 6.

Mr. Flinn testified that his cable system began operating in 1952 with three channels and in 1956 spent $100,000 to add KLTV, plus a fifth channel. This was done, he said, because of ch. 7's desire to be placed on the CATV system. Because of technical limitations, he said, it is necessary to change KLTV's signal to ch. 6 and this was explained to the station.

"In our city I think the antenna company and the local station complement each other," Mr. Flinn said. "The antenna company had a ready-made audience for the station when it came on the air and the station was able to operate in the black much earlier than many tv stations have. . . . If ch. 7 has difficulty selling national network programs, I do not believe it is caused by our system, but rather by its location. . . . I think the record will show that we have made every reasonable effort to cooperate with ch. 7 and support it."

Three Texas civic officials, Mayor O. L. Helm of Memphis, Mayor Hiram L. Cudd of Wellington and Alderman Jack Fox of Childers, appealed to the committee for relief from the FCC's "freeze" against granting private microwave systems. Applications are pending for facilities in all three cities, he said, and it is unfair to prevent these cities from receiving tv service.

None of the cities are within the normal range of any existing tv station, they testified, so there would be no problem of interference or economic competition.

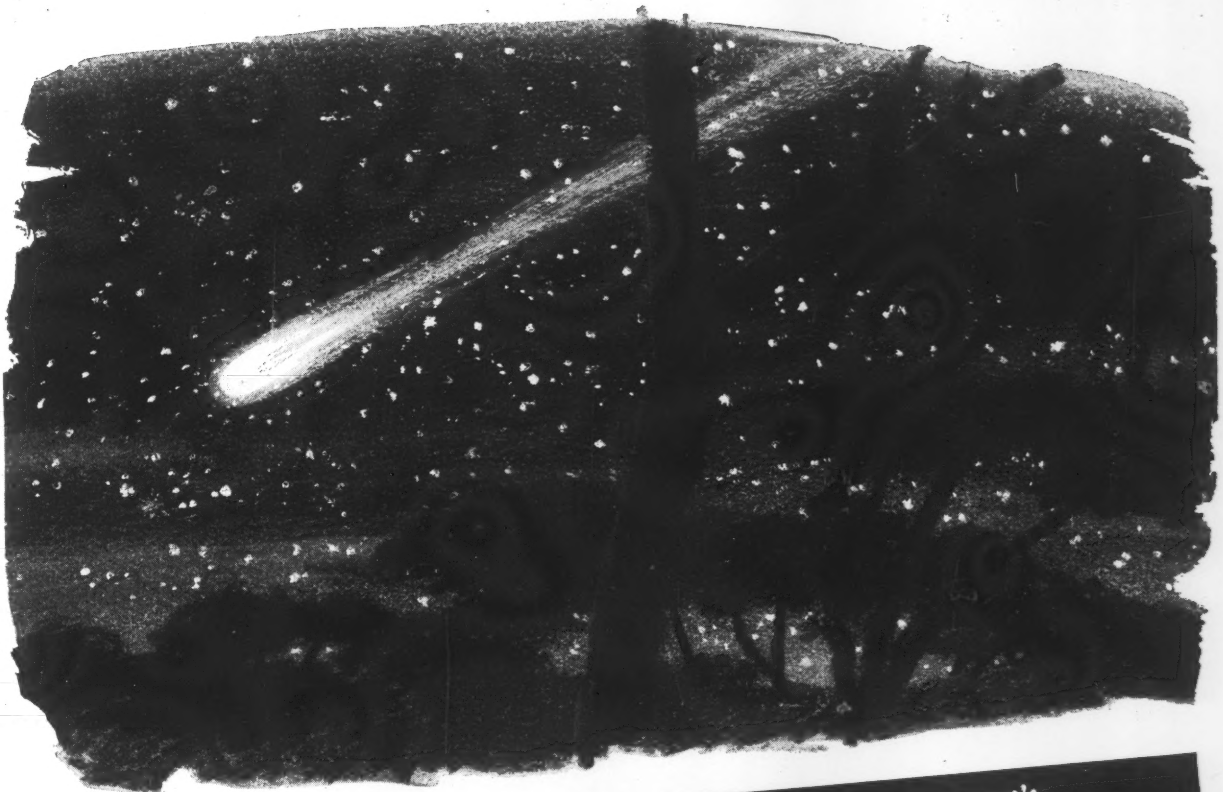
Sen. Frank Lausche (D-Ohio), presiding at the time, promised to forward their testimony to the FCC.

Town Gives Report on TASO To Senate Commerce Committee

Dr. George Town, executive director of the Television Allocations Study Organization, told a Senate committee last week that from two-thirds to three-quarters of the information which will be submitted to the FCC by TASO is a refinement of existing knowledge. The new material Dr. Town said will be in methods of measurements and lay evaluation of picture quality as correlated with engineering measurements.

Dr. Town appeared last Thursday before the Senate Commerce Committee which has been reviewing the Commission's position on tv allocations. His statement was submitted as read, and he spent 10 minutes answering questions from Kenneth A. Cox, special tv counsel for the committee.

In his statement, Dr. Town outlined the purpose of TASO, its organization and the amount of work that has been carried on. He estimated that all panel reports will be completed by August and that TASO's final report will be submitted by the end of the year.



YOU MIGHT SPOT HALLEY'S COMET*—

BUT... You Need WKZO-TV For Astronomical Results In Kalamazoo-Grand Rapids!

AMERICAN RESEARCH BUREAU
MARCH 1958 REPORT
GRAND RAPIDS-KALAMAZOO

TIME PERIODS	Number of Quarter Hours with Higher Ratings		
	WKZO-TV	Station B	Ties
MONDAY THRU FRIDAY			
7:30 a.m. to 5:00 p.m.	99	89	2
5:00 p.m. to midnight	92	47	1
SATURDAY			
8:30 a.m. to midnight	38	23	1
SUNDAY			
9:00 a.m. to midnight	43	17	
TOTALS	272	176	4

NOTE: The survey measurements are based on sampling in Grand Rapids and Kalamazoo and their surrounding areas. In ARB's opinion this sample includes 77% of the population of Kent County, and 67% of the population of Kalamazoo County.

NEW MARCH 1958 ARB FIGURES, left, prove that WKZO-TV dominates the Kalamazoo-Grand Rapids television audience — *morning, afternoon and night . . . seven days a week!*

WKZO-TV is Channel 3 — telecasts with 100,000 watts from 1000′ tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids — *serves more than 600,000 television homes in one of America's top-20 TV markets!*

**Last seen in 1910 — due again in 1986.*

AM–TV–FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000′ TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

TV OUTLETS CITE CATV TROUBLES

- **WOWL-TV tells FCC wire systems cost it business**
- **Montana stations claim broadcast service is limited**

A Florence, Ala., uhf tv station last week told the FCC its troubles in competing with a community antenna television system that brings in programs from vhfs in Birmingham (WABT [TV] and WBRC-TV) and Nashville (WSIX-TV), both over a hundred miles away.

WOWL-TV (ch. 15), commenting in the FCC's inquiry into the impact of catv, tv translators, tv satellites and tv "boosters" on development of tv broadcasting, said it competes with the programs from distant stations despite its own difficulties in supplying one quality network service plus the "red tape" it has encountered in getting approval of its application for a microwave relay system. Comments were due in the FCC inquiry by last Friday [see AT DEADLINE].

Richard B. Biddle, president, said WOWL-TV had asked the catv system, which serves 4,100 homes in the Muscle Shoals market area, to carry ch. 15 programs but the antenna system replies it would have to delete one of the vhf channels, thus eliminating one service. He said WOWL-TV has added only four or five national accounts (total gross, $4,000) and has received network revenues of less than $500 a month in the 7½ months it has been on the air. J. Walter Thompson Co. told WOWL-TV it would not receive a Ford Motors program because it was already being received by the catv system, he said.

Mr. Biddle said most local retail merchants are catv subscribers and many have not converted their sets to ch. 15, with the result they don't use WOWL-TV despite station success stories and proof of overall audience.

He said WOWL-TV would "welcome" a requirement that ch. 15 be carried on catv and that such systems should be required to carry programs of the local outlet. He felt one service to rural areas is more important than multiple services in a city (WOWL-TV claims 24,000 homes in the area get satisfactory service from it or WMSL-TV Decatur, Ala.); that the FCC is empowered to control catv in the public interest and that broadcasters' economic injury theory is valid in the absence of a "co-existence plan" for both broadcasters and catv.

Comments by a group of Montana broadcasters dripped with satire. They charged the FCC, in allowing catv operators to bring in signals from the Spokane, Wash., stations, has extended service not to the public but to the "select few"; has limited service to the people of Montana and has "restricted" tv broadcasting in that state.

If tv service from the Spokane stations is so good they asked, why doesn't the FCC increase the power of the out-of-state stations beyond the present limitations so they can cover even more of Montana?

The Montana group's comments were signed by KXGN-TV Glendive, KXLJ-TV Helena, KFBB-TV Great Falls, KMSO-TV Missoula, KOOK-TV Billings, KXLF Butte, KATL Miles City (radio) and the Hill County Tv Club.

They estimated there are 14 catv systems in 14 Montana cities with total population of 55,100; 71 boosters and unauthorized translators in 66 towns with 78,870 people, and three operating authorized translators (plus four construction permits) in four cities within reach of 20,320 people.

The group cited the various categories of tv transmission in this order of desirability: (1) tv stations with complete film and studio installations; (2) tv stations with film installations; (3) satellite stations; (4) vhf boosters; (5) uhf translators; (6) FCC-regulated, limited "distribution systems" (catv), within or adjacent to a tv station's coverage area, operating with originating station's permission, the station arranging clearances and performance rights; (7) FCC-regulated, limited, microwave-fed catv systems outside a tv station's coverage area, with the originating station's and FCC's permission, the station arranging clearances and handling performance rights; (8) FCC-regulated, limited, microwave-fed catv systems outside a tv station's coverage area, operating with FCC permission (but not station's) and the catv system handling clearances and performance rights.

The group urged a study of the programs catv systems carry and said they should be prohibited from carrying programs inside a station's Class B contour because this is a "waste" of facilities. It also asked that no catv system be allowed to microwave a program from one station into another station's coverage area without a hearing on the effect and desirability; that consent of originating station be required for all non-broadcast systems; that local tv stations are to be preferred over booster, translator and catv systems; and that the FCC should hold hearings to decide which of the systems should prevail in areas presently with intermixed systems.

Pateros-Brewster Tv Assn., a vhf reflector booster serving more than 3,000 homes in Pateros and Brewster, Wash., said it gives added circulation and thus sales to the three Spokane vhf stations whose signals it boosts and that the booster group's relations with the Spokane outlets have been congenial.

PBTA saw no circumstances "in our area" for prohibition of or strong limits on booster operation. The booster group felt the FCC should permit the service which serves the most people the most economically to operate under FCC control.

Economic injury to a tv station may in a sense be a justification for the FCC to refuse local program services permission to compete with the station, PBTA said, and each case should be based on the community's individual circumstances.

The U. S. Independent Telephone Assn. said FCC denial of authority for a common carrier microwave wire or cable to transmit tv programs to catv systems would be invalid. Such operations are not subject to FCC jurisdiction because they are not broadcasters and because they normally do not cross state lines. They could avoid indirect FCC regulation by switching from microwave to cable transmission, the telephone group said.

Wolfson-Meyer to Withdraw From Houma, La., Ch. 11 Contest

WTVJ Inc. (Mitchell Wolfson-Sidney Meyer) Friday asked the FCC to dismiss its application for ch. 11 at Houma, La., for which it has been in competition with St. Anthony Television Corp. WTVJ said it is withdrawing because St. Anthony agreed to pay WTVJ $12,979 as "partial reimbursement" for out-of-pocket expenses in pursuing the application.

The WTVJ withdrawal, however, does not clear the way entirely for St. Anthony. The two issues which remain before Hearing Examiner Basil P. Cooper are its financial qualifications and whether its proposed tower is an air hazard.

A petition by St. Anthony is pending for dismissal of the financial qualification issue. St. Anthony proposes a tower 1,000 feet above average terrain, 1,058 feet above ground.

WTVJ made known its intention to withdraw at a pre-hearing conference Wednesday. The Wolfson-Meyer interests include WTVJ (TV) Miami, 20% of WFGA-TV Jacksonville, both Fla.; 36.8% of WLOS-TV Asheville, N. C., and 50% of WMTV (TV) Madison, Wis.

FCC Sets Last Barrow Hearings, Network Study Heads to Testify

The FCC last week scheduled final hearings July 11 and 14 for the Barrow Report on tv network broadcasting.

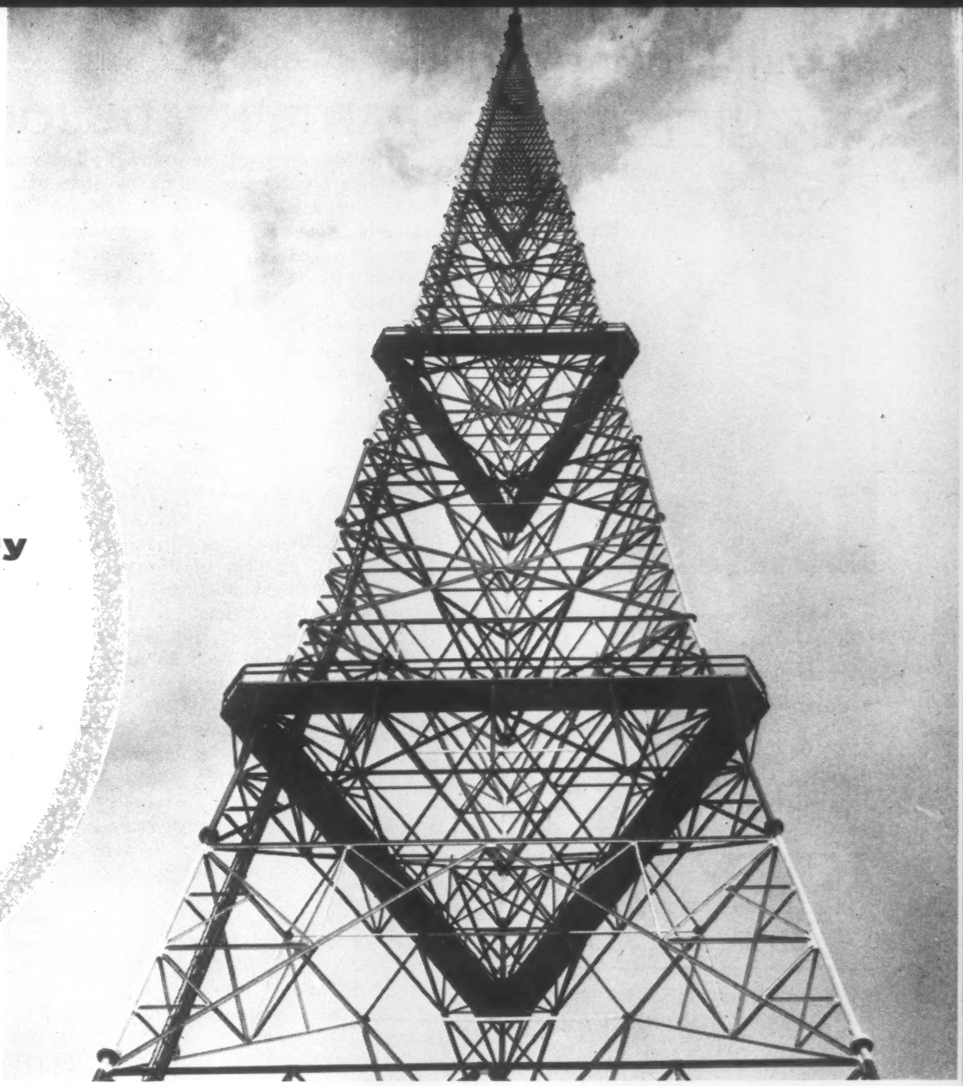
Testimony will come from three top members of the Network Study Staff which made the report. These are Dean Roscoe L. Barrow of the U. of Cincinnati Law School; Dr. Louis H. Mayo, assistant dean of George Washington U. Law School, Washington, and Dr. Jesse Markham, Princeton U. economics professor.

The hearing dates were fixed in mid-July because Dr. Markham departs July 24 to Europe on sabbatical leave for a year's study there.

Ogden Tv Grant Favored

United Telecasting & Radio Co.'s bid for ch. 9 Ogden, Utah, last week received a go-ahead signal from FCC Hearing Examiner Thomas H. Donahue in an intial decision looking toward the grant of United's application.

Originally there were other applicants for this Utah channel: Jack A. Burnett and Granite District Radio Broadcasting Co. These applications were dismissed without prejudice after United agreed to partially reimburse Burnett for expenses and made an arrangement whereby Granite District could buy into United (up to slightly less than 50%).



839′ self-supporting tower for WBNS-TV, Columbus, Ohio, supports RCA TF 12 AH antenna. Two outside platforms give easy access to microwave equipment.

Reasons why "It's good business to buy from an experienced tower company"

Look as long and as hard as you will at this tower—or the hundreds of others by Dresser-Ideco, serving broadcasting stations all over the country—and you just won't be able to see that really unique "something" that makes every Dresser-Ideco tower different from towers of any other make.

But there are many very real differences which add up to a safer tower, with lower maintenance costs than you'll find in other towers on the market.

For example:

Dresser-Ideco uses *structural rib bolts* for connections throughout each tower. These bolts are specially designed to stay tight as the tower moves and vibrates in the wind. They won't work loose as other types of bolts tend to do, won't allow the tower and antenna to slip out of alignment.

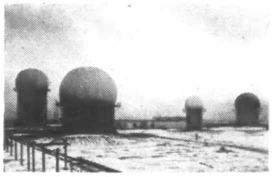
Dresser-Ideco engineers *plan the layout* for the installation of broadcast equipment and supply detailed equipment installation drawings to the erection contractor. Long-experienced Dresser-Ideco tower engineers know this step in the erection process should not be left to extemporaneous "fitting up" on the job.

Complete final inspection is given every Dresser-Ideco tower by a field engineer, who makes certain that erection and equipment installation is carried out in accordance with the designer's specifications. Here again, experienced Dresser-Ideco tower builders know this final step is necessary to insure that you get a completely safe and satisfactory tower.

Just 3 examples . . . 3 details among many . . . that serve to illustrate the careful planning and attention to detail that goes into every Dresser-Ideco tower and that serve to illustrate why we think you'll agree "it's good business to buy from an *experienced* tower company."

So when your new tower is in the offing . . . look to experience you can believe in and results you can see. Better than 50% of *all* TV towers over 1,000 feet tall are towers by Dresser-Ideco . . . *twice as many* as the second tower company's total . . . *more* than all the rest of the tower companies combined.

Put Dresser-Ideco's unparalleled 38-year record of tower experience to work for you . . . write Dresser-Ideco, or contact your broadcast equipment representative.



Radar Towers on the DEW line in northern Alaska—designed and fabricated by Dresser-Ideco. Keeping pace with the rapidly developing needs of radar and microwave — helping the broadcast industry meet its expanding needs — these are the challenges that keep Dresser-Ideco's thinking fresh and "alive", now and in the years ahead.

ANTENNA TOWERS

Write for this new Dresser-Ideco Tower Catalog T-57—the first complete broadcast antenna tower story.

Dresser-Ideco Company

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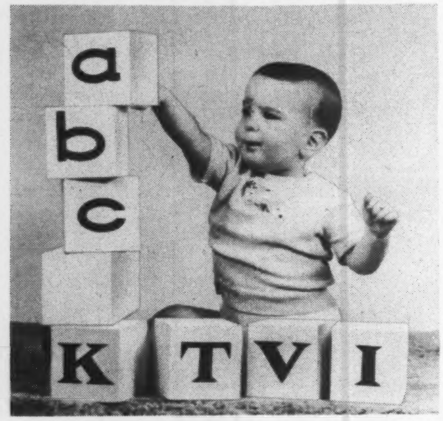
TOWER DIVISION, DEPT. T-83, 875 MICHIGAN AVE., COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

formula for growth
...in St. Louis



Again . . . latest rating surveys (April Nielsen, ARB, and Pulse) show outstanding new gains for KTVI.

KTVI is your BEST DOLLAR BUY in St. Louis!

Represented nationally by BLAIR-TV

KTVI 2 CHANNEL ST. LOUIS abc

NOW! FROM WHBF-TV IN THE QUAD-CITIES . . .

NEW 1000 FT. TOWER

BIG 100 KW POWER

EXPANDED REGIONAL COVERAGE

bring a new era of television to prosperous Western Illinois and Eastern Iowa

WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE

PARTY HEADS JOUST ON 'INFLUENCE'

The Sherman Adams imbroglio last week touched off counter-claims by Republican National Chairman Meade Alcorn that Democratic congressmen themselves have been "exceedingly adroit and practiced in commando tactics against the FCC."

What began merely as one of the day-to-day verbal duels between Mr. Alcorn and Democratic National Chairman Paul Butler on Tuesday had, by Thursday, got down to "cases."

Tv obviously was on Mr. Butler's mind Tuesday when he issued a statement saying the Adams show on Capitol Hill should be renamed "Truth or Consequences" or "The Price Is Right." Mr. Alcorn promptly replied that perhaps the show ought to be called "Soldiers of Fortune," pointing a waggling finger at seven Democratic senators who have financial investments in radio and tv stations. Why, Mr. Alcorn suggested, doesn't somebody hold an investigation on how the seven "acquired and improved their holdings?"

(The seven: Democratic Sens. Clinton P. Anderson, Lyndon B. Johnson, Olin D. Johnston, Robert S. Kerr, Warren G. Magnuson, Joseph C. Mahoney and John J. Sparkman. For a list of radio-tv interests, financial and otherwise, held by congressmen and near relatives, see FOR THE RECORD, April 14.)

Sens. Anderson and Kerr issued immediate replies that while they have investments in radio and tv stations, they never have tried to unduly influence the FCC.

But the simmering pot had reached boiling. On Wednesday, newsmen dug out a six-weeks-old letter written to the FCC about a pending broadcast application. Its author: none other than Rep. Oren Harris (D-Ark.), who as chairman of the House Legislative Oversight Subcommittee has been the author of the Republicans' most recent woes.

The letter, a part of the FCC's public files since it was written to FCC Chairman John C. Doerfer on May 6, expresses "interest" in an application for an am station (1270 kc, 1 kw day) at Pine Bluff, Ark.—in Rep. Harris' home state but not in his constituency. The congressman said his letter was prompted by B. J. Parrish, president of KOTN Pine Bluff, an existing station which would be in competition with the proposed new outlet. Rep. Harris said he had been furnished a copy of a letter to the FCC by Mr. Parrish objecting to a grant of the application.

(Mr. Parrish's letter to the FCC questioned the qualifications of the applicants—Louis Alford, Phillip D. Brady and Albert Mack Smith.)

Rep. Harris said he would like to have a copy of the FCC reply to Mr. Parrish and asked whether the FCC had a policy of limiting the number of radio stations in a given "trade area" according to population and the likelihood of economic survival amid competition. Chairman Doerfer replied that the FCC assigns frequencies to communities, not trade areas, and that it does not determine the "need" for a station in a community—that this is left to the "genius of free enterprise," although the number of stations would be a factor in a grant.

The FCC has set the application for hearing Tuesday on whether proper negotiations took place in an agreement by which a second applicant for the same frequency, Kermit F. Tracy, withdrew. The FCC has invited Mr. Parrish to be a public witness—but not a party in interest—at the hearing.

Rep. Harris said last week he sees nothing improper in his letter to the FCC. Mr. Parrish said last week he sent copies of his letter to all members of the Arkansas congressional delegation and the state's two senators and that all have written to the FCC.

But the GOP's Mr. Alcorn was not satisfied with Rep. Harris' answer. The Republican national chairman had the last word—at least through Thursday. In a statement for release last Friday, he reported:

"A system which provides one set of rules for officials of the executive branch and another set of rules for members of Congress is a pernicious one indeed."

House Puts Sportscasts Outside Antitrust Law

The House last week voted to exempt radio-tv sports coverage from antitrust laws. The bill leaves only strictly commercial phases of professional baseball, football, hockey and basketball under antitrust restraints.

As approved, the bill incorporates the language of a measure introduced two weeks ago by Rep. Francis Walter and three other congressmen [GOVERNMENT, June 23]. However, it bears the number (HR 10378) of a measure introduced last January by Rep. Emanuel Celler (D-N.Y.). The Celler bill called for exemption of those phases of professional sports found to be "reasonable and proper." The Walter version does not include this stipulation which, it was argued, would lead to endless litigation.

In approving the sports exemption, the House voted down 93-11 an amendment by Rep. Sidney R. Yates (D-Ill.) to place radio-tv coverage under antitrust regulation to "protect the interests of baseball fans."

Also last week, Rep. Albert W. Cretella (R-Conn.) and Rep. Edwin Dooley (R-N.Y.) introduced bills similar to the one approved. Rep. Cretella's measure (HR 13071) provides that "no major league game telecast or broadcast be permitted into a minor league area when a minor league team is playing in that city, unless that minor league team specifically consents to such a broadcast or telecast."

Telethon Proceeds Tax Exempt

When a tv station conducts a "telethon" over its facilities and turns over all monies collected to tax-exempt charity, the funds raised do not constitute income to the station, according to a ruling issued by Internal Revenue Service in its June 9 *Bulletin*. It was understood WTVJ (TV) Miami was the station involved.

If Railroads did not exist—the U.S. would have to invent them!

From a recent editorial in the
Canton (Ohio) REPOSITORY

SUPPOSE that everybody in the United States were to learn for the first time about a marvelous method of transportation called a railroad.

The idea would be sensational.

High-speed tractors running on steel rails laid on privately-owned rights-of-way, with minimum curves and grades, would be capable of pulling long processions of trailers full of merchandise. Imagine!

Trains of trailers would be kept rolling day in and day out until they reached their destinations. They would be shuttled into and out of vast marshaling yards, where the trailers would be grouped in the right combinations. Of all things!

Everything connected with the procedure, moreover, would be subject to taxation. It would be expected to pay for itself. What a switch that would be!

The high-speed tractors on their twin ribbons of steel could even haul human beings, in addition to freight. If necessary, the human beings could be bedded down and hauled from one place to another in special cars with comfortable seats and all the comforts of home.

It would be an absolutely revolutionary idea — railroading. Provided it had just been invented, that is.

All the progressives and the folks who try to lend a helping hand to get new ideas off the ground would be 100 per cent for it.

All the politicians and administrators would be 100 per cent for it.

As for the militarists and hard-headed security planners, they would be 150 per cent for it, because it would represent a mode of transportation more dependable for long-haul movement of heavy cargo than anything ever dreamed of heretofore.

The whole country would welcome the useful stranger with open arms and be alert for opportunities to give it a boost.

Cities and counties would tumble over one another to build things for it and to make free land available for its terminals.

Politicians would get into higher mathematics to subsidize it with financial gimmicks.

Nothing would be too good for the railroads if the idea of transporting things on steel rails were brand new. . . .

All railroads want is a chance to be as good as they know how to be if they are unshackled — set free from regulations that were designed to curb them when they were new and threatening to abuse a monopoly in high-speed, straight-line transportation.

Railroads should be born again.

That is what would have to happen if they went out of existence.

If they did not exist, the United States would have to invent them. . . .

Association of American Railroads
WASHINGTON, D. C.

HILL GETS FILL-IN ON RATINGS

- **Sen. Monroney hears about major tv rating services**
- **Satirizes homage paid to ratings by the industry**

"All I've learned is that people are like grains of wheat."

This was the comment made by a bemused Sen. A. S. (Mike) Monroney (D-Okla.) last week at the conclusion of a one-day hearing on tv rating services which saw the giants of the nose-counting business parade before his one-man committee of the Senate Commerce Committee.

Sen. Monroney also observed that the day's testimony confirmed his feeling that a sampling of small numbers of people dictates the "sameness" of tv programs.

He said that the purpose of the hearing was to put the rating picture into perspective and on the public record so that everyone could understand it.

He added that the next step, if the full committee approves, would be to call network, advertising agency and advertising executives to explain how they use the information gathered for them by the rating services. He said he would like to find out why networks follow each other "like sheep" in imitating each other's successful programs.

The senator heard A. C. Nielsen, A. C. Nielsen Co.; James W. Seiler, American Research Bureau; Edward G. Hynes Jr., Trendex; Sydney Roslow, Pulse Inc.; Allan V. Jay, Videodex, and A. C. Sindlinger, Sindlinger & Assoc.

All but one defended the integrity of their ratings and the usefulness of the data they provide. Generally emphasized was the fact that hard-headed businessmen spend millions of dollars a year for this information and "they aren't interested in kidding themselves."

The lone dissenter was Mr. Sindlinger. He maintained that ratings oversimplify because they show only one dimension. He urged research to determine the quality of the audience and its compatibility with the advertiser's product.

He prophesied that there was going to be "catastrophe" for westerns next year. He also said he had found "slippage" for the first time, people no longer engaged in sustained viewing for a definite period of time; there was more looking and unlooking in recent months, he said.

He also said the sale of Hollywood feature films to tv saved tv last year; from 25% to 35% of time was spent watching good movies.

Mr. Nielsen told the committee that tv ratings should not be blamed for the demise of unpopular programs. "You don't blame the bookkeeper when a Broadway show fails," he ask rhetorically.

In a satiric slap at critics, Mr. Nielsen declared those who question how a sample of 1,000 can determine the viewing habits of 43 million tv families betray their lack of knowledge of the abc's of sampling techniques.

"We are amazed at the alacrity with which laymen, having no knowledge whatever of this highly technical subject, often presume to pass judgment on the quality and site of the samples used by experts who have devoted their lives to a study of the subject" he said.

Such opinions, he said, are as meaningless as if they were to pass judgment on the metallurgist of U. S. Steel Corp. for the making of high speed tool steel.

Mr. Seiler emphasized that the users of ratings understood that there was a margin of error in ratings—in ARB's case four points—which means that programs separated by this many percentage points actually could be considered equal.

Mr. Hynes in his testimony stressed that Trendex reports cover 20 cities and should not be considered anything more than that.

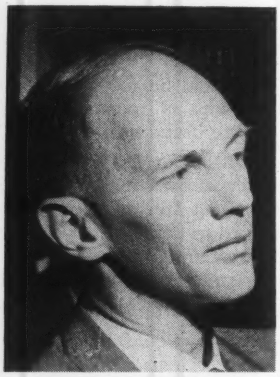
Mr. Roslow explained that qualitative research on program calibre is undertaken on special order. He also observed that if more variety is desired then more facilities are required.

Mr. Jay disclosed that his reports included evaluations of programs by viewers —but that this was included originally only as a technique to ensure that diary entries were made immediately after viewing.

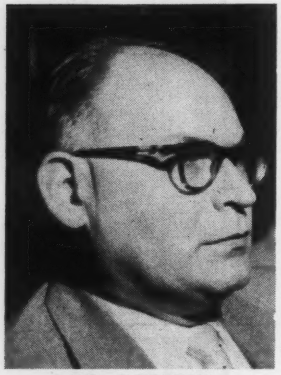
Sen. Monroney was aided in his investigation by the committee's special tv counsel, Kenneth A. Cox, and its communications specialist, Nicholas Zapple. A year ago the committee sent questionnaires to the rating services asking how they operate.

In his opening remarks, Sen Monroney said that the committee had received a number of inquiries or complaints concerning the national program rating services. These have given rise, he said, to questions as to the possible effect of ratings upon the quality of the program service being furnished to

MR. NIELSEN


MR. SEILER

MR. HYNES


DR. ROSLOW

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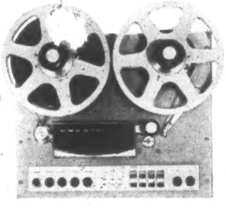

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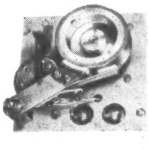

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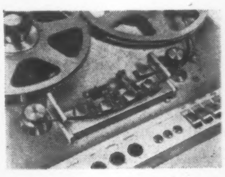

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Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

the public and "the possible misuse of rating information in station and network advertising."

Sen. Monroney continued:

"It is not the desire of the committee to interfere unduly in the conduct of an essentially private business. Our only concern is with the possible impact of ratings on the service the public receives and upon the overall development of the tv industry."

Sen. Monroney's questions and observations during the day's testimony indicated his belief that there was too much sameness in tv programming. He used the term "parallelling" of programs and expressed the wish that networks would "spread their goodies" more.

At another instance he referred to people who watch programs but may not like them as "tv zombies." Again he referred to the "sheeplike" quality of Madison Ave. Networks and advertisers, he said, used ratings like the Sermon on the Mount. At another point he suggested that some "charitable organization" buy chain break time to ask viewers to write and tell how they liked the program.

Repeatedly he confessed bewilderment at the ability of the surveyors to count people's likes and dislikes in the same method used to count refrigerators or cereals.

Mr. Cox' questions were mainly directed at beliefs that ratings were artificially inflated by the services, that the companies tended to favor customers and that the ratings were unrealistic since the surveys were made on the same week each month. This last was categorized as insignificant by the surveyors who claimed that since all stations knew when the ratings were being made any possible advantages were canceled out.

Hemispheric Network Proposed by Bricker

The possibility of a telecommunications network, including circuits for live radio and tv programs, connecting the U. S. with Central and South America was raised in the Senate last week. Sen. John W. Bricker (R-Ohio), for himself and six other senators, introduced a resolution (S Res. 317) authorizing the establishment of a special subcommittee to investigate "the advisability and feasibility" of constructing such a network.

New circuits which would permit radio and tv program exchanges with Mexico and Central and South American countries would be of tremendous value, he said.

Four members each from the Foreign Relations, Interstate & Foreign Commerce and Armed Services Committees would be appointed to the special committee. The resolution allocates $50,000 for the study and calls for a report to the Senate by March 1, 1959.

In addition to determining the advisability of such an international network, the special subcommittee also would (1) study possible U. S. agreements with other countries for its construction and operation and (2) determine the type of U. S. agency "best suited" to carry out the construction and operation of the network.

Joining the Ohio Republican in sponsoring the resolution were Sens. Styles Bridges (R-N. H.), Bourke Hickenlooper (R-Iowa), Leverett Saltonstall (R-Mass.), Mike Mansfield (D-Mont.), Andrew Schoeppel (R-Kan.) and Homer Capehart (R-Ind.).

STERN SETS DATE FOR MIAMI CASE

A retired chief justice of the Pennsylvania Supreme Court opened the second round of the notorious Miami ch. 10 case last week.

Judge Horace Stern, appointed by the FCC as a special examiner—the first time the Commission has gone outside its own staff for a hearing officer—set Sept. 8 as the date for the beginning of testimony in the rehearing.

The prehearing conference was adjourned after a full morning session last Monday. It will be resumed this afternoon (Monday). A further pretrial meeting was scheduled Aug. 22. All are in Washington.

The Miami ch. 10 case was reopened after being remanded by the U. S. Court of Appeals last April. The issues involve improprieties connected with the comparative hearing, including non-record influences on commissioners. The first day's conference indicated strongly the hearing generally will be a rehash of testimony before the House Legislative Oversight Subcommittee.

Parties to the rehearing are Public Service Television Inc., a subsidiary of National Airlines (which won the coveted ch. 10 grant); WKAT Inc. (WKAT Miami); L. B. Wilson Inc., and North Dade Video Inc.—all applicants in the original hearings—and Eastern Airlines, the Dept. of Justice (as *amicus curiae)* and the FCC's general counsel and Broadcast Bureau.

The FCC granted ch. 10 to National Airlines (WPST-TV) in February 1957, voting four for National Airlines, one for WKAT Inc. and one for L. B. Wilson Inc. One commissioner, T. A. M. Craven, abstained.

Today's conference will determine whether there is agreement among counsel on stipulating testimony delivered before the Congressional committee earlier this year.

The Aug. 22 meeting will be held to determine whether the hearing will open in Miami or Washington.

Warren E. Baker, general counsel for the FCC, listed the following witnesses he intends to interrogate and possibly call:

Frank Katzentine, WKAT; G. T. Baker, National Airlines; Paul R. Scott, Robert H. Anderson, Thurman Whiteside, all Miami attorneys; Perrine Palmer, Miami public relations executive; Jerry Carter, Florida political figure; Ben H. Fuqua and McGregor Smith, executives of the Florida Power & Light Co., and former Comr. Richard A. Mack.

Since all are from Florida, it may be more economical to hear their testimony in Miami, the Commission feels.

The opening moments of last week's prehearing conference became tense when Norman E. Jorgensen, counsel for National Airlines, read a statement calling attention to a possible conflict of interest involving his firm and Judge Stern.

Mr. Jorgensen said his firm, Krieger & Jorgensen, represented WPEN-AM-FM Philadelphia, which are owned by Sun Ray Drug Co. Sun Ray's Philadelphia legal counsel is the firm of Wolf, Block, Schoor & Solis-Cohen. Judge Stern is a consultant to this firm.

The 79-year-old jurist expressed astonishment at the statement and termed the imputation "nonsense." He explained he was on retainer to the Wolf firm on matters of law and appeals, but not involving any of its clients. After asking whether anyone objected and hearing none, he ruled this relationship was not a hindrance to his sitting.

It was decided that Commission counsel would begin the proceedings with its witnesses. Judge Stern estimated the hearings would run continuously after Sept. 8 and should be completed by the end of September.

The Philadelphia judge sails for the Middle East July 7 and is scheduled to return Aug. 19.

Judge Stern was sworn in Monday morning to sit as a special FCC examiner. The oath was administered by U. S. District Judge John J. Sirica of the District of Columbia. After the swearing in, Judge Stern conferred with FCC Chief Hearing Examiner James D. Cunningham.

Other lawyers participating in the prehearing conference were: FCC, Edgar Holtz, Robert J. Rawson, Harold Cowgill; Justice Dept., Robert Bicks, W. Crabtree, R. Levy; WKAT Inc., Paul A. Porter, Reed Miller and James Juntilla; L. B. Wilson Inc., Paul M. Segal and Robert O. Marmet; North Dade Video Inc., A. Harry Becker and Nathan David; National Airlines, Norman Jorgensen, and Eastern Airlines, Harold L. Russell.

JUDGE *Horace Stern takes the oath from U. S. District Judge John J. Sirica before presiding at the initial pre-hearing conference on the Miami ch. 10 case.*

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NO LET-UP IN ABC-FUND-ACLU FRAY

- **ACLU sides with network on Lodge cancellation**
- **Daly, Hutchins at loggerheads; show's future dubious**

The "debate" between ABC-TV and the Fund for the Republic concerning the canceled June 15 Mike Wallace interview with the Hon. Henry Cabot Lodge [NETWORKS, June 23] last week assumed the proportions of a three-way battle of words. The issues: censorship, the author's "right of revision" and "the integrity of tv journalism."

Playing a "hard game of semantics" (as one ABC-TV executive phrased it) were the fund president, Dr. Robert Maynard Hutchins, and two executives of the American Civil Liberties Union who maintained that Dr. Hutchins was "straining the bounds" of the first amendment by charging ABC with "censorship" when that network "declined to allow what it regarded as an improperly labeled program." ACLU's executive director Patrick Murphy Malin and Thomas R. Carskadon, radio-tv director, felt that ABC had acted justly and correctly by striking the June 15 telecast.

Caught in the middle of the crossfire was John Charles Daly, ABC vice president for news and public affairs who, by his own admission, had been brought into the case only two weeks ago. Mr. Daly was singled out by Dr. Hutchins as the chief culprit, a charge the ABC official dismissed as "sheer nonsense."

MR. DALY

Feelings between Dr. Hutchins and Mr. Daly ran particularly high late Wednesday after the fund president suggested to ABC that it precede each videotape program (only three remain to be seen in the current cycle) with the explanation that "guests have been afforded an opportunity to review their remarks in order to make certain that their ideas are presented fully and fairly" and/or that ABC clearly label the *Freedom & Survival* series (Sun., 10-10:30 p.m., EDT) with the tagline. "This program has been recorded on videotape and has been reviewed in advance of broadcast." ABC-TV President Oliver Treyz, to whom Dr. Hutchins addressed this suggestion, turned the letter over to Mr. Daly, who promptly found the suggestion "unacceptable" to ABC.

Said Mr. Daly: "ABC's acceptance of the series (to which the fund contributes less than a third or above-the-line program costs) was based upon the concept of spontaneous exchange between interviewer and interviewee. . . ." Dr. Hutchins' office immediately said Mr. Daly's reply was not consistent with the facts," and asserted that "under terms of the contract" confirmed April 15, ABC-TV agreed to record the Wallace interviews on videotape in advance of broadcast and that, if deemed necessary, these video transcripts could be "amended."

Mr. Daly told BROADCASTING Wednesday night that the fund was "in deep error." He pointed out that in all discussions with the fund, ABC had "always insisted that the program must be consistent with ABC's obligation in serving the public interest and must conform to our programming and operating policies and to the requirements of FCC." ABC's "obligation:" that the Wallace series, as a spontaneous question-and-answer piece of journalism could not be altered to suit the whims of the interviewee or interviewer and that any proposed editing would thus falsely brand the program as being a "news program" when in fact it wasn't. Mr. Wallace's office which throughout the past fortnight has stayed aloof from the argument broke silence Thursday when it, too, challenged Mr. Daly's concepts by noting "we've always assumed that we had as much right to redo our 'story' as newspapermen have a right to rewrite their interviews with notables to mutual satisfaction."

It was learned that on April 23 an interoffice memorandum from the ABC news & public affairs department to the legal department confirmed that videotape would be used for the *Freedom & Survival* series but only for the express purpose of giving the fund an opportunity to distribute recordings (and kinescope films made therefrom) to colleges at some later date; additionally, the memo—it was understood—discussed the possibility of using the tape soundtrack for a possible radio version of the show. Asked to comment, Mr. Daly confirmed the memo's existence, said that "we had gone along with the fund's request because at the time we felt we might therefore be spared some of the embarrassments that cropped up during an earlier Wallace series." (Mr. Daly referred to ABC's position last year when *The Mike Wallace Interview*—sponsored by Philip Morris Inc.—ran afoul of the Los Angeles Police Dept. after the Mickey Cohen show.)

Mr. Daly also said that Dr. Hutchins was being "somewhat less than honest" in pointing out that ABC's action in the Lodge matter was inconsistent with its earlier behavior when, said Dr. Hutchins, ABC consented to "edit" two others *F&S* programs. Mr. Daly explained that in the case of the Reinhold Niebuhr interview, the recording session was interrupted by studio noise and that because of editing limitations on videotape, the entire discussion had to be reshot. In the case of the Erich Fromm interview, both Mr. Wallace and Mr. Fromm agreed that a "better discussion" could be had from a retake. "In neither case," Mr. Daly asserted, "was there any element of revised program content," as had been suggested by Dr. Hutchins.

Further complicating the worsening relations between Dr. Hutchins and Mr. Daly was the interjection of ACLU on the side of the network. Messrs. Malin and Carskadon ventured (in a letter to Dr. Hutchins made public Monday) that "the question is not censorship but proper identification." ACLU contended that *Freedom & Survival* which is billed as a give-and-take interview, would lose its value as a spontaneous journalistic discussion were it first screened and edited and that the fund would in essence be refuting its original intent of airing "responsible public discussion with leaders of thought" and the public would be, in effect, misled as to what it was watching on television.

On Tuesday, Dr. Hutchins fired off a reply to ACLU, citing correspondence between himself and *New York Times* radio-tv critic Jack Gould, in which he defined a censor as "one who attempts to change, purge or suspend the public dissemination of statements made by others." Wrote Dr. Hutchins to ACLU, "In this sense Mr. John Daly acted as censor . . . Mr. Lodge acted perfectly within his rights in seeking to revise his earlier remarks. A man revising his own remarks is certainly not engaged in censorship."

DR. HUTCHINS

Dr. Hutchins continued: "Your main argument is based on a misapprehension." ACLU, he asserted, was incorrectly assuming the Fund-Wallace series consisted of "news interviews" when, in fact, they were "an educational series in which American leaders would have an opportunity to say what they wanted to say in exactly the way they wanted to say it." ABC in refusing to grant Mr. Lodge's request had "censored" the UN official. The ex-U. of Chicago educator thereupon urged ACLU to "publicly acknowledge its major error. . . ."

ACLU, back at bat Wednesday, stood by its guns and reiterated its earlier position—that the public would be deceived were the fund to insist on edited *Freedom & Survival* discussions. "We still believe," Messrs. Malin and Carskadon noted, "that the charge of censorship was not properly raised against the network." They promised that this would be "our last word on the subject."

But Mr. Daly had more words on the subject of "improper labeling." He scored Dr. Hutchins for using "false syllogisms," suggested the educator "might well examine the basis on which he is making these statements. "A public," Mr. Daly declared, "confirmed in the practices of the free and unfettered tv interview, is badly served by specious labeling. Dr. Hutchins' position on editing or injecting disclaimers "makes a complete mockery" of his earlier statements to the *Times* in which he proudly noted Mr. Wallace's "searching skill" as a

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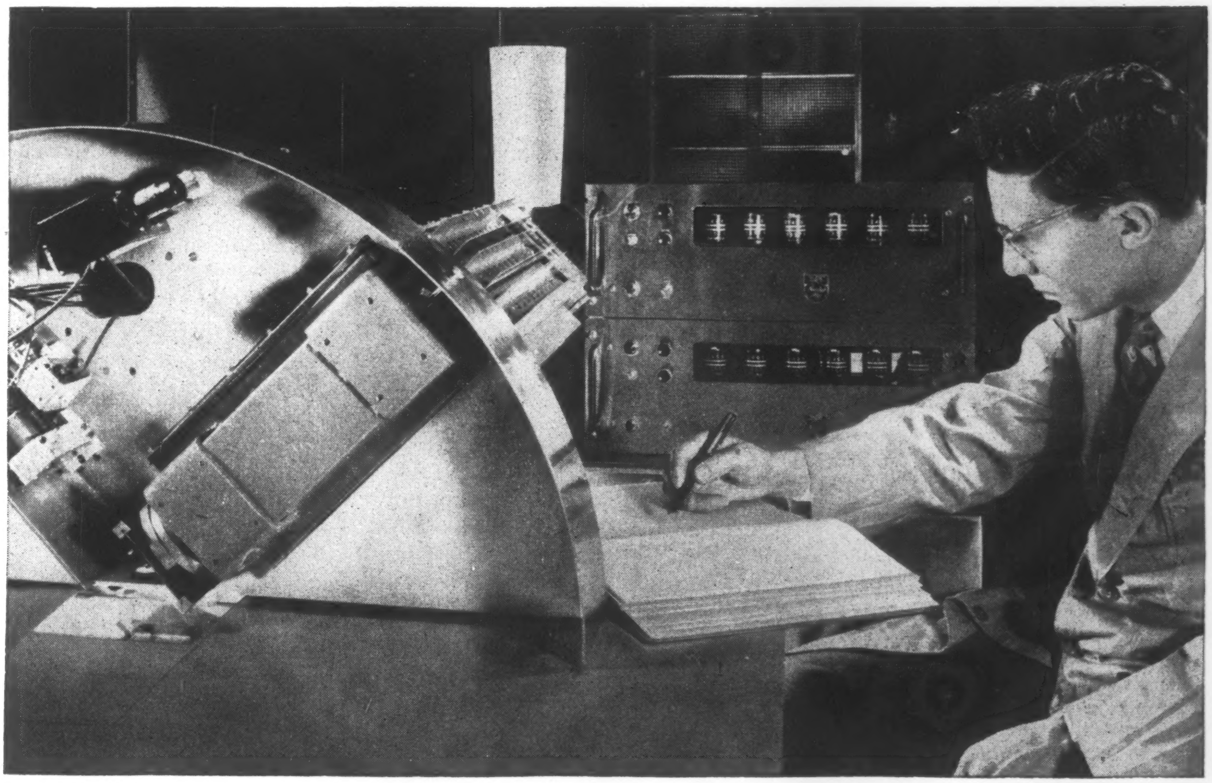

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no-holds-barred reporter. "I submit," Mr. Daly said, "It is hardly worth searching for light, if the light is subsequently to be shaded by the subjective censorship of the individual interviewed." Dr. Hutchins' "terminology," Mr. Daly went on, "obviates any doubt, that we mutually understood were programming news interviews." Were *Freedom & Survival* to continue along the lines now being suggested by the Fund for the Republic, Mr. Daly felt, "I submit that . . . we have an exercise in futility if the end result is to be vitiated by ex-post-facto editing."

Mr. Daly late in the week privately expressed the fear that "there's more at stake here than the future of one tv program . . . the very existence of tv journalism in the age of videotape is endangered by this kind of thinking." He said that his office has been "too wrapped up" in correspondence to give much thought to the future of *Freedom & Survival*. The current cycle is to go off the air July 20; a decision is to be reached "late next week" as to continuance.

Fund for the Republic late Thursday pulled from its files correspondence between Dr. Hutchins and ABC Vice President and General Counsel Mortimer Weinbach which it says "conclusively proves" ABC—not the Fund—is using "false syllogisms." The letter, dated April 15, confirms contract negotiations between the Fund and ABC and contains this statement: "We had contemplated presenting some of the programs live," wrote Mr. Weinbach, "and others by recording. We are agreeable to pre-recording all of the programs either by videotaping or kinescope recording, at our election. We understand, however, that the programs will be done in a 'live' manner and that unlike film production, extensive editing is impossible."

Frank K. Kelly, vice president of the Fund, said "certainly, when a man uses the word 'live' and speaks of extensive editing as opposed to minor editing, there is reason to believe that the understanding under which we were operating with ABC for seven programs was the correct one. Surely Mr. Weinbach's statements are in conflict with Mr. Daly's statements. . . ."

Producer Ted Yates Jr. on Thursday quoted Mr. Wallace's "guest-column" (substituting for critic John Crosby) in the *New York Herald-Tribune* in which Mr. Wallace urged that tv "must permit its news sources the same freedom granted by the press. A public figure, if he so desires, must be accorded the privilege of having certain of his remarks regarded in confidence, whether those remarks are first recorded in a reporter's copy book or on tv film." Mr. Wallace went on to say that Ed Murrow, "the dean of the television reporters," grants his subjects that privilege and that "authorized interviews" should "be no more suspect on television than they are in this newspaper."

Mr. Kelly also alluded to Ed Murrow, saying, "John Daly claims to speak for the entire industry in saying tv journalism's fate is at stake should pre-editing become accepted practice. How can he reconcile his views with those of Murrow's?"

Resignation will hardly cause ripple in routine of NBC's Scoop Russell

Frank M. (Scoop) Russell will retire today (Monday) as NBC Washington vice president but it won't make much change in his daily routine.

All that changes tomorrow as he becomes a consultant is the location of his office (1737 DeSales St., N.W., District 7-7930) and the amount of his NBC pay check (more).

He'll still be NBC's Washington lobbyist but can, in addition, take on other clients who desire the services of the capital's most experienced broadcast observer (29 years).

Scoop Russell is an anomaly in an industry that features salesmanship and showmanship. He has allowed his name to be used only twice in NBC press releases—when he joined the network April 25, 1929, and when his retirement was announced (June 9, 1959).

He has never faced a microphone or tv camera. When NBC dedicated its $4 million broadcast plant in Washington last May 22, with President Eisenhower as speaker, Scoop sat back in a far corner "with the janitor and other hired hands."

"I learned long before I joined NBC that the worst thing a guy can do in Washington is stick his neck out," he explained. "That's the quickest way to get in trouble."

Which explains why he has only made one brief appearance as witness before a congressional investigating committee. That was years ago when the late Chairman Charles W. Tobey (R-N.H.), of the Senate Commerce Committee, spotted him in the audience and asked him if NBC had provided color tv sets for FCC members. Scoop explained NBC was developing tv receivers and the FCC was interested in the way the new tv standards would work out.

That's all there was to it, but it taught a lesson in the merits of anonymity and the hazards of public appearances. He decided to follow Capitol Hill hearings through an observer—a rule he occasionally ignores when the shooting gets loud.

Scoop Russell has his own ideas about lobbying (he was the first broadcast lobbyist to register when the lobbying act went into force before World War II).

"I meet people and try to understand them and get along with them," he said. "I know what to do. I go ahead and do it. I lobby like hell for things I think are good for the industry and oppose things I think are bad."

What has he been doing the last 29 years?

"It's none of your business, or anybody else's business. I never go in FCC Commissioners' homes. They're never invited to mine. I get lost in the winding halls if I make a trip to the FCC unless I go in the same 12th St. entrance.

"I go to Capitol Hill a lot but I don't go around knocking on the doors of busy people. I'm called to the Hill more often than I call them."

Scoop learned his Washington behavior patterns in the twenties as assistant to four Secretaries of Agriculture. He discovered the main trick is to get acquainted with people in public life and try to establish their confidence.

"I'm lazy," he quipped in his famed cocktail party manner. "Letters are too much trouble. I simply pick up the phone and get

A PORTRAIT *was presented to Frank M. (Scoop) Russell, retiring NBC Washington vice president, by the NAB board at its June 20 meeting. Joseph E. Baudino, Westinghouse Broadcasting Co., a board member, made the presentation which included a smaller portrait bearing the names of all NAB directors.*

it over with. If I want to change my office records, all I have to do is change my recollection of my telephone conversation."

The familiar Russell off-beat observations and insults are a Washington institution. The presence of a party audience, and there's always a group around him, inspires a burst of loud and startling observations that are liable to run non-stop for an hour or more.

"What do I think about tv allocation?" he responded to an inane query. "Look, I don't know where the tv band is or where they put fm. I don't know what frequency modulation means. I just recently learned the difference between vhf and uhf. If you learn something about the business you get fixed ideas.

"I simply hope they like NBC and like me around this city."

What about all these investigations and bills in Congress?

"You hear a lot of conversations and testifying but not many bills are reported out," he said. "Congress never has passed any punitive legislation against radio or networks. It's just a good conversation piece.

"Broadcasting is vulnerable—a favorite whipping boy—because we're a natural monopoly. We have comparative cases and people try to knock each others' brains out. Everybody likes to shoot at broadcasting but nobody is seriously threatening to hurt us much.

"Washington was really rough back in the twenties. The meat packers were controlled, grain exchanges were put under a law. There was the Federal Reserve Act for banks. Kenesaw Mountain Landis had broken up Standard Oil. The Federal Radio Commission was formed. The Securities and Exchange Commission was set up in the early thirties.

"The threats to broadcasting were much more serious in the past. Now there's a lot of agitation about things like must-buys and option time. The Radio Commission once adopted a regulation not to allow duplication of network shows within 100 miles. It was never put in force."

The NAB board staged a testimonial luncheon June 20 for Scoop Russell, its oldest member in point of service (28 years). He was praised for his years of industry service, his board record and his Washington activity, and was described as "the man who didn't have a promotion in three decades."

This sort of thing doesn't start even a ripple in his slightly receding shock of hair. He snorts at compliments and generally laughs off insults because he's a pro at the business of fast-flying insults. Just don't belittle his lobbying record!

"Remember," he said, "I've had my neck in a noose many times but always pulled out in time."

His vague announcement card for the new consulting project is typically Russellese, "Frank M. Russell announces the opening of his office [plus address and phone number]."

Howard Monderer Appointed NBC's Washington Attorney

Howard Monderer, NBC senior attorney in New York, has been named NBC Washington attorney, effective July 1. He assumes the office as Frank M. Russell retires from the NBC Washington vice presidency (see facing page). His work will be confined to legal duties.

MR. MONDERER

Mr. Russell will continue to serve NBC on a consulting basis and has opened an office at 1737 DeSales St., N. W., Washington. His vacated vice presidential post will not be filled.

Mr. Monderer, 30, received his law degree at Harvard in 1949. After three years with the New York law firm of Laporte & Myers, he joined NBC's legal staff in New York. He married Claire Ann Weiss of New York.

Harris Vacates ABC Position

Leslie A. Harris, national sales coordinator of ABC o&o tv stations, resigned effective last Friday, and officials said the post would be abolished. Mr. Harris, who formerly was eastern sales manager for ABC radio, is expected to announce his new plans in the broadcast field shortly.

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CBS Radio Affiliates Board Lauds Network's Programming

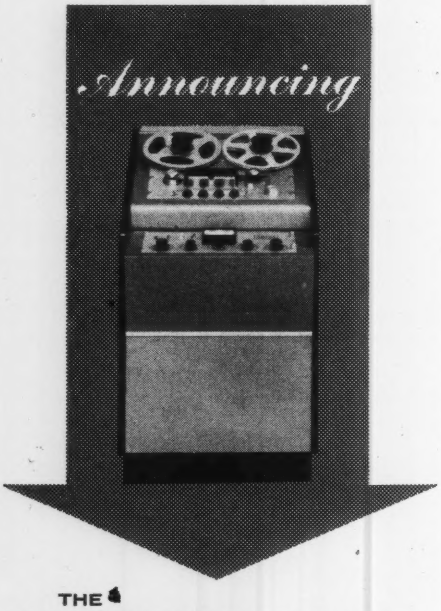
The CBS Radio Affiliates Assn. board of directors held a board meeting and sessions with network executives in New York last week, with discussions covering network programming, sales and related subjects. The board adopted a resolution commending CBS Radio for its "aggressiveness in programming leadership." Charles C. Caley, WMBD Peoria, Ill., chairman of the affiliate board, said the 1958 CRAA convention will be held at the Waldorf-Astoria in New York Oct. 29-30.

The resolution singled out CBS Radio's "programming superiority" in sports coverage and music presentations, such as broadcasts of the Metropolitan Opera and the New York Philharmonic Orchestra.

Besides Mr. Caley, those attending were John S. Hayes, WTOP Washington; Joseph M. Higgins, WTHI Terre Haute, Ind.; J. Maxin Ryder, WBRY Waterbury, Conn.; C. Glover DeLaney, WHEC Rochester; Harold P. Danforth, WDBO Orlando, Fla.; Hoyt B. Wooten, WREC Memphis; Frank P. Fogarty, WOW Omaha; J. C. Kellam, KTBC Austin, Tex.; Lee B. Wailes, Storer Broadcasting Co.; Worth Kramer, WJR Detroit.

CBS Radio executives: Arthur Hull Hayes, president; James M. Seward, executive vice president; William A. Schudt Jr., vice president in charge of affiliate relations; Louis Hausman, vice president in charge of advertising and promotion; Eric Salline, national manager of affiliate relations; Edward Hall, administrative manager of affiliate relations; William Brennan, western manager of affiliate relations.

Westerman Whillock, KBOI Boise, and John M. Rivers, WSCS Charleston, S.C., were unable to attend.



THE AMPEX 351

WITH

ALL NEW ELECTRONICS

SEE YOUR AMPEX DEALER

AMPEX
CORPORATION
professional products division

854 Charter Street
Redwood City
California

Network Day-Night Audience Up For Jan.-May, TvB-Nielsen Say

Network television audiences continued to grow during the first five months of this year, it is shown in a January-May report issued last week by Television Bureau of Advertising. Based on A. C. Nielsen Co. data, the report shows an 8% increase in average evening program audience and a 13% boost in average daytime audience, compared with the same period of 1957. Average evening programs reached 701,000 more homes this spring than last and average weekday daytime programs reached 433,000 more homes than in 1957. The four-year table follows.

NETWORK TV PROGRAM AUDIENCES

(January Through May)
(Nielsen Total Audience Basis)

Average Evening Program	Rating	Homes
(Number of programs shown in parentheses)		
1955 (139)	22.7%	6,233,000
1956 (136	23.7	7,401,000
1957 (128)	24.3	8,834,000
1958 (130)	23.7	9,535,000
Average Week-day Daytime Program		
1955 (48)	9.1%	2,471,000
1956 (51)	9.5	2,975,000
1957 (53)	9.3	3,294,000
1958 (60)	9.5	3,727,000

NBC Revises 'Chain Lightning' To Conform to Decree by FTC

NBC today (Monday) is announcing a new and revised "Chain Lightning" merchandising plan for food retailers and manufacturers which it says meets the approval of the Federal Trade Commission. FTC has ruled that in-store station promotion plans are illegally discriminatory unless open to all stores equally [GOVERNMENT, May 26]. Chain store promotions of network-owned stations had been under litigation for nearly two years [GOVERNMENT, July 30, 1956].

Under the new plan, NBC promotional work is available to any food retailer—chain or independent—who desires to participate "on an exact proportional basis." Retailers are given a choice of three "Chain Lightning" plans: (1) for individual owners of one or more stores, (2) for group members having a common trade name or trade name conceived for promotional purposes, and (3) for members of the NBC food store organization, "Stores of the Star," the network's retail promotional group.

FTC General Counsel Earl W. Kintner wrote NBC executives that in his opinion the revised plan complies with the provisions of the Robinson-Patman Act. Full details of the plan and counsel's opinion now are being supplied to food retailers and manufacturers.

Storer's WJW Cleveland Signs Full NBC Affiliation

NBC has signed a full affiliation agreement with WJW Cleveland, it was announced Thursday by Harry Bannister, NBC vice president for station relations, and George B. Storer, president of Storer Broadcasting Co., WJW licensee. NBC will drop its affiliation with WHK there, owned by Metropolitan Broadcasting Corp. (formerly DuMont Broadcasting Co.), and the transfer date has tentatively been set for July 30.

With the WJW affiliation, NBC becomes linked with two of the seven Storer radio outlets, WSPD Toledo having been an affiliate of the network since May 2, 1937.

"The NBC Radio Network is pleased that this new link has been forged with the Storer Broadcasting Co., one of the major chains of radio stations in the U.S., with an outstanding reputation for community service and good local programming," Matthew J. Culligan, vice president in charge of the NBC Radio Network, stated.

Reginald P. Merridew, managing director of WJW, said, "We plan to continue the same local program structure which has enabled WJW Radio to make great forward strides in Cleveland radio." WJW formerly was affiliated with ABC, but that network switched to WSRS Cleveland about six months ago.

CBS Gets Affidavit Retraction From Galindez-Murphy Witness

CBS News last week re-entered an international dispute by seeking out one of its own news sources and getting that source to repudiate an affidavit issued to the paid investigator of the Dominican Republic.

CBS Radio last year aired an explosive documentary on the disappearance of Basque scholar-author Jesus de Galindez (*A Chronicle of Terror: The Galindez-Murphy Case*, CBS Radio, May 20, 1957). CBS News announced last week that Mrs. Virginia Wulfing, daughter of the late watchman at Zahns airport, Amityville, N. Y., claimed she had been duped into retracting a statement she made last year to CBS reporters. Originally Mrs. Wulfing told of a man being flown to Florida in March 1956.

Earlier this month, attorney Morris L. Ernst—retained by the Dominican Republic to investigate the Galindez allegations—made public his "Report and Opinion," which quoted Mrs. Wulfing as saying it happened in April or May 1956.

Interviewed by CBS after the Ernst report, Mrs. Wulfing said: "This affidavit [quoted in the Ernst report] was brought to my home by three men who represented themselves as being reporters from the *New York Daily News* . . . they called this paper a 'release' not an affidavit. They said this so-called 'release' when signed by me would give their newspaper permission to quote from a statement I made for CBS. . . ." She signed the affidavit "without reading it carefully." Mrs. Wulfing, according to CBS, then retracted the release.

CBS contacted the *Daily News* which said it never had assigned "anyone" to interview "or otherwise contact" Mrs. Wulfing.

Angry Chicago Women Hear Radio-Tv Defense

A "showdown" meeting organized by the Chicago Housewives Committee in behalf of Better Radio-Tv programming turned into a stout defense of American broadcasting and advertising last Wednesday. The group was organized to protest WMAQ Chicago's cancellation of the *Mary Merryfield Show* last March when angry women picketed NBC Chicago's Merchandise Mart headquarters. Last week they met with broadcasters and advertising people in the Art Institute club room.

Taking their lumps—and dishing them out—were panelists Jules Herbuveaux, NBC vice president and general manager of WMAQ and WNBQ (TV); Jane Daly (Borah), vice president and radio-tv director, Earle Ludgin & Co.; Carl Gylfe, media buyer, Cunningham & Walsh; Arch Madsen, assistant manager, WLS Chicago; William Hohmann, sales promotion director of WBBM-TV Chicago; Bernard Jacobs, president-general manager of WFMT-(FM) Chicago, and Donley Fedderson of Northwestern U., representing WTTW (TV), a non-commercial outlet. Representatives of WGN-AM-TV, WBKB (TV) and other stations declined to participate.

Mrs. Julian Lawton, committee chairman, noted results of its survey indicating that "many housewives are so indignant over present broadcasting fare that they are boycotting the commercial stations or turning to fm in protest." The panel was told of the "steady deterioration of daytime radio—too many poor commercials, too many soap operas and too many disc jockeys." The committee based its claims on a poll of 441 housewives in metropolitan Chicago and nearby cities.

Mr. Herbuveaux, belted from all sides with simultaneous questions, told the throng, "I don't believe the public is giving us one half the attention it should in connection with cultural and public service programs." He said Miss Merryfield's show was cancelled because "we wanted to make a change—her contract ran out."

Mr. Herbuveaux suggested that some programs are dropped for lack of loyalty to the sponsor's product and observed that NBC lost thousands of dollars on its *Matinee Theatre*. He also cited cost for *Wide Wide World*.

Mr. Hohmann pointed out that WMAQ, with which he formerly had been associated, spent millions of dollars in public service programming last year to satisfy its public service responsibilities and that "in terms of audience you get nothing in return."

Mr. Hohmann and other panelists heard shouts that radio-tv is programmed "to 12 year olds" and uncomplimentary remarks about soap operas. One incensed housewife complained that "nobody has ever called me and asked whether I liked a program or not." Another shouted, "First you took *Weekday* away from us, then you took *Mary Merryfield* away from us." Still another exclaimed that "minorities control the networks."

Miss Daly questioned the housewives' own study, asking, "Who organized the survey?" Chairman Lawton replied it was "done on an amateur basis" and represented a "legitimate" evaluation of housewives' programming preferences.

Mr. Madsen suggested that "lack of interest" has caused the demise of many shows. He stated that "radio and tv cannot, by the very laws of nature, rise above the demands of listeners."

Mr. Fedderson took a similar tack and suggested the group acquaint itself with the responsibilities of mass communications. He told his audience that broadcasting mirrors public tastes but that "your attitudes won't change the climate of broadcasting . . . you are not typical of the American people."

A spokesman for WKFM (FM) Chicago commented that "if all the am stations in Chicago did what the fm stations do [with classical music formats] we'd all be in terrible shape." Mrs. Lawton claimed that "fm has been gaining favor the past three years."

At the discussion's end Chairman Lawton read a resolution promising a "continuing crusade" for better program fare based on the committee's survey, which incorporated 17 questions in a questionnaire distributed to some 700 housewives. Among other findings, it showed that the "typical housewife is a woman approximately 34 years old, having 1.7 children and represents the most important segment of buying power among consumer groups; is both concerned about and dependent on radio for much of her contact with the world outside her home, and is extremely interested in programs and subjects of a more serious nature."

White Sox Night Telecast Rates High but Hurts Gate

Ratings were a good deal better than attendance for Chicago's first night baseball telecast in nine years last week, according to figures released Wednesday by WGN-TV. Two advertisers, Theodore Hamm Brewing Co. and Oklahoma Oil Co., reaped an unexpected audience bonus.

The *Chicago Tribune* station claimed an average rating of 29.2 and average share of 54% in set tunein for its telecast of the White Sox-Yankees game Tuesday evening. Estimated cumulative audience reached 1,980,000 viewers between 8 and 11 p. m., or one out of every two people watching tv, on the basis of a special American Research Bureau survey. WGN-TV claimed an audience greater than that for the three other local commercial tv stations combined. At one point (9-9:30 p.m.) ARB reported 64.1% of 2,350,100 sets were on, with 756,700 homes watching the game.

The White Sox management was less than satisfied, however, with box office results—a turnout of 27,000 compared with an expected 40,000. Charles A. Comiskey, vice president, said the game was selected

The Sound of Quality

DAY and

In a quality market of 14 counties where 598,800 people spent $1,016,738,000 — a per capita average of $1,885.00. ($204 above the national average.)
Salesmanagement's "Survey of Buying Power — 1957"

A quality *rural* market of 28,520 farm homes with a gross income of $377,957,000 — a per farm average gross income of $14,307.00.
Census - U.S. Department of Agriculture

NIGHT

For over 35 years the Quint-Cities' senior station

(Davenport and Bettendorf, Iowa — Rock Island, Moline and East Moline, Illinois)

WOC RADIO NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager
Mark Wodlinger, Sales Mgr.

Tri-City Broadcasting Co., Davenport, Iowa

Peters, Griffin, Woodward, Inc.
Exclusive National Representatives

WDAU-TV'S CATV SHEPHERDESS

Mrs. Dorothy Mugford has one of the most unusual jobs in television—community antenna liaison for WDAU-TV Scranton, Pa. Attractive and vivacious, she confines herself to the task of keeping the ch. 22 signal of WDAU-TV on several score community antenna systems.

MRS. MUGFORD

WDAU-TV is surrounded by the biggest collection of CATV systems in the nation. Mrs. Mugford corresponds regularly with the operators of these systems, does trouble-shooting and makes regular calls around the mountainous areas of northeastern Pennsylvania. The CATV operations range from Elmira, N. Y., on the North to Sunbury, Pa., on the South, adding 60,000 homes to WDAU-TV's circulation according to Vanse L. Eckersley, executive vice president-general manager.

Once when WDAU-TV planned to cut down its megawatt power for transmitter servicing, Mrs. Mugford spent two days calling every CATV operator on the station's list to warn them what was coming.

Mrs. Mugford joined WDAU-TV at the first of the year. She has worked with the station frequently while doing public relations work for the Wyoming Valley United Fund.

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weeks ago "because we felt it would be a sellout with normal June weather and with our heavy advance sale." He added, "This proved nothing to us—except that we don't plan to do it again. We've never felt tv would help night baseball." Observers noted, however, that the weather was threatening Tuesday evening.

The White Sox telecast some night games prior to 1949 and then adopted a policy permitting coverage of all daytime home games. As a result, according to Mr. Comiskey, night game attendance increased in succeeding years—along with the club's fortunes as an American League pennant contender.

Chicago Teacher Training Series To Be Aired Daily by WGN-TV

An in-service training program for teachers in Chicago public schools will be launched by that city's WGN-TV in the form of a Monday-through-Friday television series in mid-September.

Described as the first such series ever offered by a commercial station, the public service program represents the equivalent of a grant of over $70,000 in time charges and production costs to the Chicago Board of Education for 26 weeks.

Chicago public schools will utilize the daily 8-8:30 a.m. segment to train teachers from kindergarten to the eighth grade throughout metropolitan Chicago in the art of reading. Plans were announced Wednesday by Ward L. Quaal, vice president and general manager of WGN-AM-TV, and Dr. Benjamin C. Willis, superintendent of Chicago public schools.

WKAR-TV Suspends on Ch. 60

WKAR-TV East Lansing, Mich., noncommercial, educational station, suspended operations after signoff June 28, pending final FCC disposition of the Pharma-Onondaga ch. 10 case. WKAR-TV plans to move from ch. 60 under a proposed share-time arrangement with the commercial operation of Television Corp. of Michigan (Edward E. Wilson, 60%, and WILS Lansing, 40%, the latter principally owned by John C. Pomeroy and family) to ch. 10 in Onondaga, Mich. Favorable initial decision given March 1957 and oral argument held last April, with final decision still awaited. Michigan State U. is permittee of WKAR-TV, which began operation in January 1954. (If the decision finalized, the combined educational and commercial operation on a single channel would be the only one of its kind in the country.)

Westinghouse Taps McGannon For Company 'Silver W' Award

Donald H. McGannon, president of Westinghouse Broadcasting Co., was honored during his company's French Lick management meeting (see separate story) with the "Silver W," the highest award given by the Westinghouse Electric Co., parent firm. The presentation by E. V. Huggins, chairman of the Westinghouse Electric executive committee, was made in "recognition of the distinguished service" of Mr. McGannon through "his inspirational guidance in the continued expansion and leadership" of the company.

The citation also honored his "imagination in the development and practice of true public service in the broadcasting field" and his "firm administrative approach in developing a sound organization to insure consummation of the basic objectives of Westinghouse Broadcasting." Mr. McGannon became president of WBC in November 1955.

Slide-Rule Rates From Meeker

The Meeker Co., radio-tv station representative, last week introduced a "new concept in rate cards" which calculates automatically the budget, minimum total homes reached and number of spots per week in each time classification, according to Robert D. C. Meeker, president. WTTV (TV) Indianapolis is the first station to adopt the new card which is printed on a slide-rule. The station has adjusted its rates, dropping from $720 to $500 for Class A one-hour one time and $144 to $73 for Class A one minute, one time only.

Broadcast Flood Relief Fete Planned in 3 Indiana Cities

Broadcasters in three Indiana cities will stage a giant inter-city benefit party July 1 to help victims of recent floods, with proceeds going to the Red Cross. The party will be held in the Marion, Ind., Memorial Coliseum under sponsorship of WBAT Marion; WFGM-AM-TV Indianapolis and WOWO Fort Wayne.

Volunteers are providing food, talent, entertainment, props and transportation. The idea originated with three radio-tv personalities—Jack Anderson, WBAT; Bob Hardwick, WFBM and Marv Hunter, WOWO—after their station's joint appeal at the time of the flood had brought an enthusiastic public response.

Charles D. Estill, Red Cross deputy director of disaster service for the eastern United States, described the radio-tv aid as "one of the most impressive examples of public service I have seen. It demonstrates the power of radio and television to rally people together in time of trouble."

WILZ Listeners Can Collect $25 From 'Insured Programming'

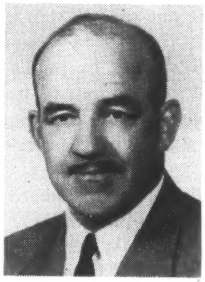
Jack Faulkner, general manager of WILZ St. Petersburg, Fla., has announced an "insured programming" policy that will pay a settlement of $25 to the first listener who can establish in a letter that WILZ did not adhere to its policy of "You're No More Than a Minute From Music." Arrangements for the insurance policy, written by a London firm, were handled by Earl W. Day & Co., St. Petersburg.

"Advance announcement would be made each time station programming required intentional deviation from the WILZ music policy," Mr. Faulkner said. Discrepancies are verified by official logs kept for the FCC. The listener letter with the earliest postmark determines to whom the settlement will be paid.

Mr. Faulkner obtained the plan to "graphically illustrate" the WILZ jingle, based on the "no more than a minute from music" theme. The music format excludes rock and roll and hillbilly tunes. News is broadcast "as it happens" in bulletin form.

Marcoux Appointed to WLBZ-TV

Rudolph O. Marcoux, former WTWO (TV) Bangor, Me., business manager, has been named general manager of the same station which has changed its call letters to WLBZ-TV after its sale by Murray Carpenter and Assoc. to WLBZ Television Inc., subsidiary of Maine Broadcasting Co.



MR. MARCOUX

Mr. Marcoux was formerly national sales manager of Maine Broadcasting which includes WLBZ and WCSH-AM-TV Portland and WRDO Augusta, all members of Rines radio and tv stations group, William H. Rines, president.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WWCO WATERBURY, CONN. • Sold by Lawrence Brandon and associates to Herbert Bloomberg, former broadcast sales executive, DuMont Labs., for $200,000. Mr. Brandon owns 50% of WHVH Henderson, N. C. Broker: Chapman & Co. WWCO operates on 1240 kc with 250 w.

KCBC DES MOINES, IOWA • Sold to Fletcher-Mitchell Corp. by Majestic Broadcasting Co. for $112,000, plus $38,000 not to compete for five years. Fletcher-Mitchell owners are Jonathan M. Fletcher and James I. Mitchell, each 50%. Messrs Fletcher and Mitchell each own 50% also of KLIN Lincoln, Neb., and Mr. Mitchell also owns 16⅔% of KPIG Cedar Rapids, Iowa. KCBC operates on 1390 kc with 1 kw.

WHLT HUNTINGTON, IND. • Sold by Ted Nelson and David S. Gifford to William J. Warren for $68,000. Mr. Warren is general manager, WCAP Lowell, Mass. Mr. Nelson continues his interests in KFEQ-AM-TV St. Joseph, Mo.; WILO Frankfort, Ind., and in WHOP Bellefontaine, Ohio. Broker: Blackburn & Co. WHLT operates on 1300 kc with 500 w, day.

WROD DAYTONA BEACH, FLA. • Ninety percent interest of Mort Bassett sold to Eugene Hill and Frank Russell for $50,000 plus assumption of obligations. James McDonough retains his 10% interest in station and will remain in executive capacity. Mr. Hill has minority interest in WORZ Orlando, Fla. Mr. Russell is principal owner of Mining Journal stations in Michigan. Broker: Paul Chapman, Atlanta. WROD operates on 1340 kc with 250 w.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions, see* FOR THE RECORD, *page 95.*

KIST SANTA BARBARA, CALIF. • Sold to Western States Radio (equally owned by A. R. Ellman and A. C. Morici) by Harry C. Butcher, onetime CBS vice president and owner of KIVA (TV) Yuma, Ariz., for $197,000. KIST operates on 1340 kc with 250 w and is affiliated with NBC.

KSO DES MOINES, IOWA • Sold to N. L. Bentson, Joseph L. Floyd, Edmund R. Ruben and Tony Moe by KSO Inc., Lyman S. Ayres, president, for $20,400 for 100% stock of both licensee and Broadway Land Corp. (latter owns land used as transmitter site) plus agreement to pay $134,600 in indebtedness owed by both companies. Messrs. Bentson, Floyd and Ruben also own WLOL Minneapolis, KELO-AM-TV Sioux Falls, KDLO-TV Florence, and KPLO-TV Reliance, all South Dakota. KSO is on 1460 kc with 5 kw.

KGEZ-TV KALISPELL, MONT. • Granted transfer of control without financial consideration from KGEZ Inc. through transfer of 56% stock to Frank Reardon, previous minority stockholder. Mr. Reardon controls KBOW Butte, Mont. KGEZ-TV, now dark, is assigned ch. 9.

Baseball Tv Draws Suit

The Lincoln (Neb.) Chiefs baseball club has sent bills totaling $759 to the New York Yankees and the Philadelphia Phillies, claiming this sum was lost in attendance because of telecasts of two games of the major league teams in the Lincoln area. The Phillies were billed $400 and the Yankees $359. Spokesmen for the Yankees and the Phils were not available for comment.

REPRESENTATIVES APPOINTMENTS

WKLO Louisville, Ky., names Robert E. Eastman & Co.

WTVM (TV) Columbus, Ga., appoints Young Television.

WPTA (TV) Fort Wayne, Ind., appoints Young Television, N. Y.

KIMO Independence, Mo., names Simmons Assoc.

WMOZ Mobile, Ala.; WWIN Baltimore, Md.; WEDR Birmingham, Ala., and **WCAW Charleston, W. Va.,** have appointed Bob Dore Assoc.

STATIONS SHORTS

KHSL-TV Chico, Calif., conducted two-month contest for its account executives to increase sales of daytime television. Winner **Jack Mitchell** received new Fiat automobile to keep for his own use.

KGFJ Los Angeles employes are receiving roll of nickles and three-day vacation at Riviera Hotel in Las Vegas from **Thelma Kirchner,** KGFJ general manager.

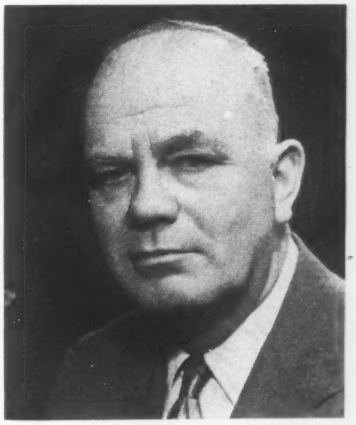
KIKO Globe-Miami, Ariz., went on air June 13 on 1340 kc, with 250 w.

WCBI-TV Columbus, Miss., announces Rate Card No. 2 revised, effective Aug. 1, which deletes Class A, making everything Class AA or B. Time period for Class AA revised from 6:29-9:30 p.m. to 6:00-10 p.m. seven days week. Station reported there were no changes in actual rates.

KOSI radio in Denver
KOSI-KOBY GET ACTION!
KOBY radio in San Francisco
SEE YOUR PETRY MAN
Mid-America Broadcasting Company

MARTIN F. MEMOLO, President

Like Hundreds of Broadcasters . . .
President
MARTIN F. MEMOLO
of
WARM - WNEP-TV
Scranton, Pa.
and
Chief Engineer
ROSWELL J. PARKER
Selected
STAINLESS TOWERS



ROSWELL J. PARKER, Chief Engineer

LEARN WHY MANY BROADCASTERS CHOOSE STAINLESS TOWERS
Call or Write for Informative Literature.
Stainless, inc.
NORTH WALES • PENNSYLVANIA

THE JUDGES *(at work on the tv section of the Advertising Assn. of the West awards): Al Flanagan, KCOP (TV) Hollywood; Bill Larimer, Edward Petry & Co.; Bruce Robertson,* BROADCASTING, *Hollywood; Selig Seligman, KABC-TV Hollywood; Adrian Woolery, Playhouse Pictures; Ralph Tuchman, Harris-Tuchman Productions; John A. Libberton, Foote, Cone & Belding; Hal Stebbins, Hal Stebbins Inc.; Al Halderson, Playhouse Pictures; Keva Marcus, Keva Marcus Jingles; Ed Cashman, Foote, Cone & Belding, and Earl Klein, Animation Inc.*

AAW CITES 33 FOR BROADCAST ADS

A radio commercial for Crown Zellerbach's Zee paper towels was awarded the perpetual trophy as the best radio commercial in any category among approximately 130 entries in the annual competition of the Advertising Assn. of the West. The trophy, donated by the Vancouver Advertising & Sales Bureau, was awarded Wednesday, third day of the annual AAW convention, held this year in Vancouver, B. C.

The Crown Zellerbach radio commercial won first place for radio spots broadcast in cities of more than 50,000 population. For cities of under 50,000, the winning spot was one for Shaffer & Duff Furniture Co.'s Vibra Chair. Tillamook Creamery got the award for the best radio program commercial and a special award was voted for Butter-Nut Coffee's six-minute "Omaha" commercial created by comic Stan Freberg.

In television, where a comparable number of entries were judged, Speedway Petroleum's "Researcher" animated cartoon was adjudged the best spot, Burgermeister Beer's "Little Man" the best ID, General Foods' "Chinese Baby" the best black-and-white program commercial and the U. S. Navy's recruitment animated film, "Hats," the best color commercial.

Similar AAW awards were given for outstanding ads in other media. Entries were limited to ads created in the 11 western states, British Columbia, Alaska and Hawaii. The radio-tv winners:

RADIO COMPETITION

Sponsored by Advertising Assn. of the West, the Radio Industry of the West and Vancouver, B. C., Adv. & Sales Bureau.

PERPETUAL TROPHY (Donated by Vancouver Advertising & Sales Bureau for best over-all job in all classifications):

Advertiser: Crown Zellerbach, S. F.; *Station:* KMPC Los Angeles; *Agency:* Cunningham & Walsh, S. F.; *Caption:* Zee Paper Towels—"Hoop."

SPOTS *Cities over 50,000 population*

1ST PRIZE: *Advertiser:* Crown Zellerbach, S. F.; *Station:* KMPC Los Angeles; *Agency:* Cunningham & Walsh, S. F.; *Caption:* Zee Paper Towels —"Hoop."

2ND PRIZE: *Advertiser:* Pacific Guano Co.; *Agency:* Garfield Advertising, S. F.; *Caption:* "Well There They Go."

3RD PRIZE: *Advertiser:* Chevrolet Div. General Motors; *Station:* KMPC Los Angeles; *Caption:* Chevy Job Opportunities.

HONORABLE MENTION: *Advertiser:* Harold Meyer Drugs; *Station:* KMO Tacoma, Wash.; *Caption:* Harold Meyer Drugs. *Advertiser:* Pacific Tel. & Tel. Co., S. F.; *Agency:* BBDO, S. F.; *Caption:* "Ting-a-ling." *Advertiser:* Contadina Foods, San Jose, Calif.; *Agency:* Cunningham & Walsh, S. F.; *Caption:* "Bottoms Up."

SPOTS *Cities under 50,000 population*

1ST PRIZE: *Advertiser:* Shaffer & Duff Furniture Co., Oceanside, Calif.; *Station:* KSLR Oceanside (Larry Thomas); *Caption:* Vibra Chair.

2ND PRIZE: *Advertiser:* Gresham Auto Dealers; *Agency:* Dawson & Turner Inc., Portland, Ore.; *Caption:* Gresham Auto Dealers.

3RD PRIZE: *Advertiser:* Idaho Mutual Benefit Assn.; *Agency:* Cline Adv. Service, Boise, Idaho; *Caption:* "Western Dollars."

HONORABLE MENTION: *Advertiser:* North Montana State Fair; *Agency:* Wendt Adv., Great Falls, (Jo Ann LaDuke); *Caption:* "The Ferris Wheel Will Start 'Round."

PROGRAM COMMERCIALS

1ST PRIZE: *Advertiser:* Tillamook Co. Creamery; *Agency;* Botsford, Constantine & Gardner, Portland, Ore.; *Caption:* "Harry Babbitt Show."

2ND PRIZE: *Advertiser:* Del Monte Pineapple; *Agency:* McCann-Erickson, S. F.; *Caption:* Del Monte Pineapple.

SPECIAL CATEGORY AWARD

Advertiser: Butter-Nut Coffee; *Station:* KMPC Los Angeles (John M. Asher); *Caption:* Omaha—Butter-Nut Coffee.

TELEVISION

Sponsored by Television Bureau of Advertising Inc. and Advertising Assn. of the West.

SPOTS *20-60 seconds*

1ST PRIZE: *Advertiser:* Speedway Petroleum Corp.; *Advertising Manager:* James E. Ford; *Agency:* W. B. Doner; *Producer:* Animation Inc., Hollywood; *Caption:* Speedway Gas "Researcher,"

2ND PRIZE: *Advertiser:* Sick's Rainer Brewing Co., Seattle; *Advertising Manager:* Arch Douglass; *Agency:* Miller, Mackay, Hoeck & Hartung, Seattle; *Producer:* Canyon Film Production, Hollywood; *Caption:* "Nature."

3RD PRIZE: *Advertiser:* Bank of America, S. F.; *Advertising Manager:* Charles R. Stuart Jr.; *Agency:* Johnson & Lewis, S. F.; *Producer:* Quartet Films Inc.; Hollywood; *Caption:* "We Hate To Mention This In Front of Children."

HONORABLE MENTION: *Advertiser:* Babbitt Inc., Oakland; *Advertising Manager:* R. G. Oliver; *Agency:* Garfield Adv., S. F.; *Producer:* John Wolfe & Co., S. F.; *Caption:* "Nothing . . . cleans like So-Kleen." *Advertiser:* Bill Goodro, Denver; *Producer:* Bob Brown, KBTV (TV) Denver; *Caption:* "Dodge City 1876." *Advertiser:* Western Airlines, L. A.; *Advertising Manager:* Bert D. Lynn; *Agency:* BBDO, L. A.; *Producer:* Quartet Films, L. A.; *Caption:* "Very Important Bird."

SPOTS *IDs*

1ST PRIZE: *Advertiser:* Burgermeister Beer, S. F.; *Advertising Manager:* L. D. Mullins; *Agency:* BBDO, S. F.; *Producer:* Playhouse Pictures, Hollywood; *Caption:* Little Man and Magic Trick.

2ND PRIZE: *Advertiser:* California Spray Chemical Co., Richmond; *Advertising Manager:* Louis Czufin; *Agency:* McCann-Erickson, S. F.; *Producer:* Technique Productions, L. A.; *Caption:* "Us Bugs Just Hate Ortho."

3RD PRIZE: *Advertiser:* Pacific Tel. & Tel. Co., S. F.; *Advertising Manager:* Harry L. Bright; *Agency:* BBDO, S. F.; *Producer:* Grantray-Lawrence, Hollywood; *Caption:* "Mouse—7 and 8 O'clock Versions."

HONORABLE MENTION: *Advertiser:* Granny Goose Co., Oakland; *Advertising Manager:* Robert Frank; *Agency:* Brooke, Smith, French & Dorrance, S. F.; *Producer:* Motion Picture Service, S. F.; *Caption:* "Magician." *Advertiser:* Orange Crush; *Advertising Manager:* D. H. Campbell; *Agency:* Cockfield, Brown & Co., Vancouver, B. C.; *Producer:* Animation Inc., Hollywood; *Caption:* Boy and Girl Sipping Orange Crush. *Advertiser:* Robert Wian Co., Glendale, Calif.; *Advertising Manager:* Robert C. Wian; *Producer:* Playhouse Pictures, Hollywood; *Caption:* "Fast Service."

PROGRAM COMMERCIALS *Black-and-White*

1ST PRIZE: *Advertiser:* General Foods Corp., Jell-O; *Agency:* Young & Rubicam, S. F.; *Producer:* Ray Patin Productions, Hollywood; *Caption:* "Chinese Baby."

2ND PRIZE: *Advertiser:* Armour Auxiliaries; *Agency:* Foote, Cone & Belding; *Producer:* Cascade Pictures of Calif., Hollywood; *Caption:* "Uncertain Announcer."

3RD PRIZE: *Advertiser:* Sunkist Growers, Inc.; *Advertising Manager:* Russell Z. Eller; *Agency:* Foote, Cone & Belding, Hollywood; *Producer:* Cascade Pictures of Calif., Hollywood; *Caption:* "Queen for a Day."

HONORABLE MENTION: *Advertiser:* Dodge Div., Chrysler Corp.; *Advertising Manager:* E. W. Moore; *Agency:* Grant Adv., Hollywood; *Producer:* Grant Adv., Hollywood; *Caption:* "World Apart." *Advertiser:* General Foods Corp., S.O.S. Div.; *Advertising Manager:* Charles Tucker; *Agency:* McCann-Erickson, S.F.; *Producer:* Hal Roach Studios, Culver City; *Caption:* "Tuffy". *Advertiser:* Poultry Foods of Central Calif.; *Advertising Manager:* Ralph Ahl; *Agency:* Botsford, Constantine & Gardner, S.F.; *Producer:* Motion Picture Service, S.F.; *Caption:* "There Are—All Kinds of Eggs. . ."

PROGRAM COMMERCIALS *Color*

1ST PRIZE: *Advertiser:* U. S. Navy; *Producer:* Playhouse Pictures, Hollywood; *Caption:* "Hats."

NAAN Annual Creative Awards Given Out at Quebec Convention

The National Adv. Agency Network presented annual creative competition awards during its annual convention this month at Montebello, Quebec. Winners were:

Radio network or spot campaign—Garfield Adv., San Francisco, premier and distinction awards for its Pacific Guano Co., Berkeley, Calif., and Chemicals Inc. (division of B. T. Babbitt Inc.), Oakland, Calif., accounts, respectively; Ronalds Adv. Ltd., Toronto, Ont., excellence award for Bristol Myers Co. of Canada.

Regional spot tv campaign—Henderson Adv., Greenville, S. C., premier award for Texize Chemicals Inc., Greenville; Reingold Co., Boston, distinction award for Nissen Baking Corp., Lynn, Mass.; Ronalds Adv., excellence award for Reliable Toy Co., Toronto, and Garfield Adv., merit award for Chemicals Inc.

Regional radio campaign—Ronalds Adv. Ltd., Montreal, Que., premier award for Niagara Finance Co., Mount Royal, Que.; Merrill Kremer Inc., Memphis, Tenn., distinction award for Memphis Packing Co.; Galen E. Broyles Co., Denver, excellence award for Bay Petroleum Corp., Denver, and Robert Luckie & Co., Birmingham, merit award for McGough Bakeries Corp.

Agency's own promotion—Henry J. Kaufman & Assoc., Washington, premier award and Henderson Adv., distinction award.

DESILU, AFM SIGN TV FILM CONTRACT

- **Increases employment**
- **Sets flat fee for reruns**

Twenty musicians will be employed in providing music for tv films for every one presently employed in this work under a new contract between Desilu Productions and the American Federation of Musicians that is expected to become a pattern for the entire tv film industry.

That was the estimate given by Desi Arnaz, president of Desilu, Tuesday at a news conference at the Desilu Gower St. studios, where the contract was jointly announced by him and by Herman Kenin, new president of AFM.

For Desilu, the contract means an increase in expenditure for live music from $7,500 to between $150,000 and $200,000 for filmed programs to be broadcast during the 1958-59 season, Mr. Arnaz stated.

As previously planned, only the five hour-long "Lucy & Desi" special programs were to involve the use of live musicians. The *Westinghouse-Desilu Playhouse* 60-minute programs, the half-hour *Texan*, Ann Sothern and *U. S. Marshal* series were all going to use music taken from recordings and the 30-minute *December Bride* series was going to shift from live to "canned" music, he said. Now, however, all these Desilu shows will use live music, with the result that the contemplated five hours of programs with live music have increased to 105 hours, with a concomitant increase in recording time from 30 to 630 hours for an average of more than 20 musicians.

What the new Desilu-AFM five-year contract does, Mr. Kenin explained, is to drop the percentage-of-gross payments to the Music Performance Trust Funds and to substitute a nominal flat fee for reruns only. The producer of a tv film series, whether for network or syndication, will not be required to make any trust fund payment for the first run of the programs. He will be required to pay flat fees for each rerun, diminishing from first to fifth, with no payments after the fifth rerun.

Previously, a tv film producer, who employed live musicians for his programs, was required to make trust fund payments of 5% of the gross cost of the programs. The Desilu agreement calls for rerun fees of $125 a man for the first rerun, $62.50 each for the second and third reruns and $31.25 for the fourth and fifth. This scale is based on the employment of 20 or more musicians. For six or fewer musicians, the rerun scale starts at $150, reduces to $75 and then to $37.50.

A 10% increase in scale for musicians employed by Desilu at the end of three years is also called for in the agreement, which is effective tomorrow (Tuesday).

Mr. Kenin said that conversations are being held with many other producers of tv films and he expects that most of them will enter into agreements similar to that with Desilu. All AFM agreements contain a favored nation clause, he noted, making these new terms available to all other companies in the tv film business. Mr. Arnaz estimated that at least two-thirds of all tv film companies would adopt the new terms and replace their present dubbed musical soundtracks with new soundtracks made by live musicians.

Messrs. Arnaz and Kenin both stressed the improved quality of programs that will result from the use of live musicians, working with the singers and other performers of the tv shows and so permitting the music to be integrated into the programs in a way that is impossible when the music is taken from recordings. In this way, the American public, the tv audience, gets the real benefit from the new contract in the form of improved tv entertainment.

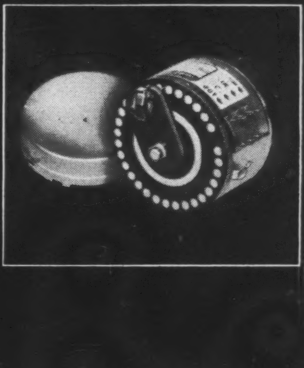
The Desilu agreement is unlike that negotiated with Revue Productions [PERSONNEL RELATIONS, June 16], Mr. Kenin pointed out, as the Revue agreement chiefly concerned the tv use of a number of theatrical pictures made by Paramount and acquired by Revue. The AFM requirement for tv use, payment of 5% plus an additional 1% in lieu of a rescoring fee to the trust fund, was reduced from 5% to 1% with the extra 1% amounting to about $1 million, to be matched by a like amount contributed by Revue and the whole $2 million to be used to employ live musicians. The Desilu agreement is typical, Mr. Kenin said, the Revue agreement is unique.

On Monday, the AFM executive board, meeting in Los Angeles, authorized what it termed "informational picketing" at movie theatres showing "Vertigo" and "Ten North Frederick." Both films were scored abroad.

MGA Aroused by AFM Parley With Film Association Officer

AFM President Kenin reported on Wednesday that the union's board met with Charles Boren, labor relations vice president of the Assn. of Motion Picture Producers representing the major studios against which AFM is now on strike. The meeting comprised "informal discussions concerning a possible contract covering musicians for motion picture films produced in the United States and Canada, with the exception of Los Angeles," Mr. Kenin said. An NLRB election is set for Los Angeles.

Mr. Kenin's announcement brought an an immediate reaction from the Musician's Guild of America, which is opposing AFM in the NLRB July 9-10 election for the right to act as bargaining agent for the studio musicians. In a telegram to Mr. Boren, Cecil F. Read, MGA chairman, pointed out that "historically, more than 95% of musical scoring of moving pictures has been done in Los Angeles County by local musicians." He said that MGA had dropped its petition for a nation-wide election and agreed to AFM's proposal that the election be limited to Los



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Angeles County "in order to expedite the election and supplement the current strike."

"The Federation's announcement of discussion with you," Mr. Read continued, "is coupled with its suggestions that film music scoring work previously done here will be moved outside Los Angeles County. This implies that the motion picture producers will collaborate with the Federation in a runaway shop maneuver to lower employment standards and keep musicians in subjugation to the AFM." MGA is "not ready to believe that you contemplate such collaboration," Mr. Read continued, "but you must recognize your dealing with Kenin leaves you vulnerable to the AFM claim that you are going along with it to threaten Los Angeles musicians with loss of employment and to persuade them to vote for the Federation in the forthcoming election."

MGA "had intended to defer petition for an election among motion picture musicians outside Los Angeles County until after the July 9-10 election," Mr. Read concluded. "In view of these developments, however, we shall file such a prompt petition."

Network-Agency Team Fights Petition on VTR

Representatives of the three television networks and of three major advertising agencies last week asked the National Labor Relations Board to dismiss a petition initiated by the American Federation of Television & Radio Artists for an NLRB election among performers to select a single union covering videotape.

For the networks and J. Walter Thompson, Young & Rubicam and BBDO, the representatives spoke at a preliminary hearing before the NLRB in New York last Tuesday. They advanced the view there is "a contract bar" to the referendum since there is a contract already in force between AFTRA and the networks granting that union jurisdiction over videotape at the networks and another pact between tv film producers and the Screen Actors Guild, under which SAG holds jurisdiction over videotape at film studios. Advertising agencies signed letters of adherence to the pacts.

After listening to statements by representatives of AFTRA, SAG, the networks and the agencies, NLRB Examiner John J. Carmody asked both unions to outline their positions in writing by July 15.

William Berger, counsel for SAG, told the NLRB there is no substance to AFTRA's petition because SAG for more than seven years has held contracts at the film studios and its latest pact grants that union jurisdiction over videotape. AFTRA, he continued, has jurisdiction over tape at the networks and stations and SAG has not contested this bargaining right.

Saul Pryor, counsel to AFTRA, said that jurisdictional lines have been established. He said videotape should fall into "a single, indivisible unit."

The hearing was held as AFTRA and the tv networks opened formal negotiations last Friday on a contract covering videotape. AFTRA presented its demands to the networks 10 days ago [AT DEADLINE, June 23].

GE Sync Generator Utilizes Transistors

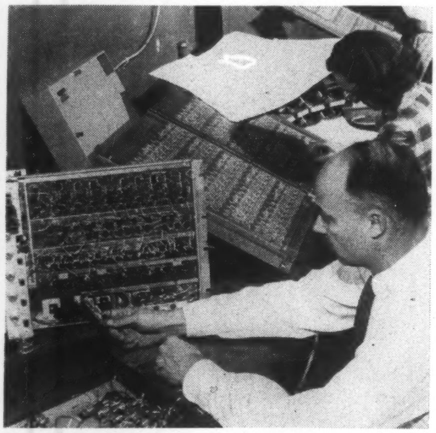
General Electric Co., Syracuse, announced yesterday (Sunday) a new transistorized synchronizing generator for television which will permit "more precise synchronizing of tv programs between studio camera and home receivers."

Commercial production of the device follows two years of experimental work by GE, Harold G. Towlson, manager of engineering for the Technical Products Dept., reported. Price of the unit is about $3,000. He said the new sync generator is "the industry's first to incorporate transistors, printed wiring boards and computer circuitry" and "is 50% smaller than previous models." It uses less than one-half the power and less heat is generated.

The sync generator, described as the first basic design change for such equipment in about eight years, measures 14x19x9 inches. It weighs about 40 pounds as compared with 60 pounds of comparable devices now on the market, Mr. Towlson pointed out. He described it as "the heart of a tv station," and said each tv outlet must have at least one to supply precise timing pulses for the complete station. Pulses must be accurate to 10-millionths of a second, according to Mr. Towlson, and picture quality received on home receivers depends upon these pulses. He explained that jagged lines appearing on home tv screens are caused by "drifting" in the sync generator, and he claimed the new device will "minimize this effect, thus resulting in less lost air time for station operators."

Eight printed wiring boards and 80 transistors are used in the new device, Mr. Towlson said. Fifty-six electronic tubes have been replaced by transistors. Mr. Towlson observed that since transistors have a longer life expectancy than tubes and operating characteristics do not change with age, maintenance cost for the new device will be "greatly reduced."

More than two years were spent in developing and testing the new sync generator by GE broadcast engineers L. M. Leeds and H. H. Martin. They said the original laboratory model has been operating for the equivalent of two years of tv use without a transistor failure.



GE ENGINEER *H. H. Martin inspects the initial production of the new transistorized synchronizing generator for tv stations.*

Paul L. Chamberlain, GE manager of broadcast equipment, said the new device is available immediately. He said use of transistors in the sync generator is part of the department's overall plan to transistorize broacasting equipment whenever possible.

AFTE Members Walk Out at RCA

A strike by draftsmen, cost estimators, quality control technicians and process engineers is underway at RCA plants in Camden, Morristown and Cherry Hill, N. J. The walkout of members of the American Federation of Technical Engineers (AFL-CIO) affects about 1,400 of the 16,000 company employes in the Camden area, RCA said. Meanwhile, three locals of the International Union of Electrical Workers have voted to continue working and are not observing the picket lines, RCA said. Negotiations with AFTE have been in progress since April 15. Wages, interplant seniority and a merit review plan are in issue.

Stereo to Star at Hi-Fi Shows

The stress will be on stereo this autumn when the Institute of High Fidelity Mfrs. Inc. launches its series of 1958-59 hi-fi shows throughout the country. Stereo discs, home stereo reproduction systems and other new revolutionary high fidelity sound systems will be featured during the IHFM music shows in New York (Sept. 30-Oct. 4, New York Trade Show Bldg.), Philadelphia (Oct. 10-12, Benjamin Franklin Hotel) and Milwaukee (Oct. 23-26, Wisconsin Hotel).

MANUFACTURING SHORTS

Zenith Radio Corp., Chicago, announces new two-band, all-transistor portable radio receiver capable of serving as self-powered emergency navigation instrument. Called "Navigator," model provides long-distance reception of broadcast stations plus government weather-navigation stations and marine beacons in U. S., Canada and overseas. Set operates for about 350 hours on one group of six Type C flashlight batteries, Zenith reported.

Gates Radio Co., Quincy, Ill., introduces new Studioette four-channel speech input system for radio-tv stations and recording studios. Designed for main and sub-studio service, console features mixer accommodating four microphones into two preamplifiers, three turntables, two tapes or projectors, network, and three remote lines all key-selected. It also includes 10 w ultra linear monitoring amplifier, self-contained power supply and cueing facilities.

Mincom Div., Minnesota Mining & Mfg. Co., has appointed L. A. office of Reach, McClinton & Co. as its agency. Mincom, which MM&M bought in 1956 from Bing Crosby Enterprises, manufactures tape recorders and electronic equipment.

RCA reports shipment of uhf pylon antenna to WFPK-TV Louisville.

Closed-Circuit Video Tested by N.Y. Broker

Wall St. has often "gone uptown" to the financial aid of television. But last week tv went to the citadel of capital investments as Bache & Co., a leading broker, demonstrated a new closed-circuit tv system that is expected to simplify stock market procedures and cut office costs.

The system, devised and "packaged" by Hallamore Electronics Div. of Siegler Corp., Anaheim, Calif., practically makes obsolete the direct telephone line to the floor of the stock exchange and the binoculars that bind the customer's man with the big board.

The Bache experiment is being conducted at its headquarters, 36 Wall St. Noise, formerly emanating from ticker tape machines, was strangely muffled. Instead a broker looked across his desk into a tv screen—ranging in size from 17 to 24 inches—on which a broad tape of market quotations was speeding along. The tv set—some 1,500 ft. away from Bache's main room—was linked to a small tv camera aimed at the board. The camera also fed other receivers scattered throughout the Bache foreign and market departments and in the customer's rooms as well as partner's offices.

The stock exchange's board of governors gave the go-ahead to Bache June 3. The next step, says a Bache spokesman, would be to bring cameras directly to the floor of the exchange, thus further curtailing man-hours of paperwork and telephone line charges linking the exchange to hundreds of investment houses.

Senior Partner Harold L. Bache said Thursday that Bache & Co. will pay Hallamore Electronics $189 a month in leases—as against the $810 a month now being paid to Dow-Jones Service Organization which operates the Translux system feeding the board tape with market quotations. He estimated his firm will pay, over a three-year period, some $7,000 as against the $25,000 it now pays to maintain the present system. By the fourth year of operation, the closed-circuit tv arrangement will work at "minimal expense"—probably no more than $200 per year.

Mendez Handling Caniff's 'Canyon'

It has become a commonplace thing for a merchandising program to follow the premiere of a successful tv series with definite audience appeal. But a merchandise licenser has moved in before the fact. Cartoonist Milton Caniff, creator of "Terry and the Pirates" and "Steve Canyon" comic strips, has appointed the Toni Mendez merchandising licensing organization as exclusive agent in connection with the new *Steve Canyon* tv series, scheduled for Liggett & Myers sponsorship next fall on NBC-TV. Mr. Caniff, who up to now has not allowed any merchandising tie-ups for the daily comic strip serial, jointly syndicated and distributed by the *Chicago Sun-Times* and King Features, says that he now will assign—through Miss Mendez—"Canyon" rights to toy manufacturers, clothing companies, game makers, etc.

Lerner-Loewe Sue WMCD

A suit for copyright infringement against WMCD Welch, W. Va., has been filed by Alan Jay Lerner and Frederick Loewe, members of ASCAP. The plaintiffs allege that their copyrighted songs, "On the Street Where You Live," "The Rain in Spain . . . " and "Almost Like Being in Love" were performed by the station without authorization. They are asking the U.S. District Court for the Southern District of West Virginia to restrain WMCD from performing the songs over the radio station in the future, and to award damages of $250 for each unauthorized performance, together with court costs and attorney's fees.

New Tv Bingo Game From Mogle

Wm. Mogle Productions Inc., New York, is making *Birthday Bingo* available to tv stations. The game is played on a roulette-type wheel that is segmented to show month, year, day and sex. Viewers qualify by establishing the five categories relating to their birthdays. Rates for the minimum 13-week period: major markets, $1,950; secondary markets, $1,300; other cities, $975.

WWIS Formed After INS Merger

Richard W. Hubbell, director, World Wide Information Services, New York, has released a brochure listing the services provided by the new company formed as a result of the INS-UP merger. WWIS was organized by former INS employes and utilizes a field force of several thousand reporters and cameramen in most parts of the world, Mr. Hubbell said.

Services offered by the company include special research projects, executive level interviews, technical surveys, promotion services for public relations and sales managers and newsfilm and photos. WWIS started operations June 9, the day INS Special Services suspended. It is located at 730 Fifth Ave. Telephone: Judson 2-1370.

Moore Announces Stereo Firm

Formation of Sonic Arts Inc., stereophonic production and recording firm, has been announced by Elliott M. Moore, now on leave of absence from his position as radio-tv director at Erwin Wasey, Ruthrauff & Ryan Inc., Chicago.

The company is set up at 333 N. Michigan Ave., Chicago, in association with Robert Oakes Jordan, recording firm. It will specialize in business and educational uses of stereophonic sound for presentations, sales conferences and conventions involving tape, discs, slides and motion pictures. Sonic Arts initially has completed stereo presentations for RCA and Admiral. Mr. Jordan is executive vice president, James C. Cunningham secretary and Lewis F. Draper Jr. sales manager-treasurer.

Ex-INS Staffer Group Announces New Washington News Bureau

News Assoc. Inc., Washington, has been organized by former INS Washington bureau staffers following the UP-INS merger.

The new group is headed by Herbert Gordon, former Far Eastern editor-foreign desk specialist. Top officers include J. Harley Murray, former supreme court reporter-editor, and Donald Bowers, former feature writer-overnight editor. A group of former INS newsmen-photographers are on-call for special assignments and feature writing.

NAI operations available to "a limited number" of broadcasters are a "special feature service" for stories and exclusive features on a per-assignment basis; bureau picture service (from stills to 16 mm with sound), and "full staff coverage" of big local stories on request. The services reportedly will be hand-tailored to a client's needs, regardless of its size. Address: National Press Bldg. Telephone: National 8-4919.

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PEOPLE A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

JOSEPH SCHEIDELER, v.p., Bryan Houston Inc., N. Y., elected to member of board.

PAUL F. DOWNING elected v. p. in charge of farm accounts at L. W. Ramsey Co., Davenport, Iowa. Other officers: **A. C. NAECKEL,** president; **W. J. HENDERSON,** treasurer; **G. E. BISCHOFF,** secretary; **A. M. WALGREN,** v. p.; **PAUL N. NORTON,** v. p. in charge of art, and **W. A. GIRALDI,** v. p. in charge of industrial accounts.

MR. BEMAN

JEREMY C. BEMAN, account executive on industrial and public utility accounts and active in creative and contact work, appointed v.p. at Erwin Wasey, Ruthrauff & Ryan, Chicago.

ALFRED E. SMITH, formerly v.p. of Fletcher D. Richards and v.p.-manager of Richards & Morgan S. F. office, joins Honig-Cooper & Miner, S. F., as v.p.

HERBERT S. LAUFMAN, formerly operated advertising agency bearing his name and Laufman Film Productions, elected v.p. in charge of radio-tv for R. Jack Scott. Mr. Laufman developed and produced *Mr. Wizard* and *Baby Time,* in addition to many others.

JOHN PRESTON RUDDEN, formerly v.p. and account executive, Garfield Adv. Assoc., Detroit, joins W. B. Doner & Co., Chicago, as account supervisor for Atlantic Brewing Co.'s chain of breweries.

JOHN B. MILLER, formerly merchandising director of Mennen Co., to Cunningham & Walsh, N. Y., as marketing group head.

THOMAS McCLINTOCK, formerly with Young & Rubicam, N. Y., to Dancer-Fitzgerald-Sample, N. Y., as senior media buyer.

MR. TURLEY

JACK TURLEY, formerly radio-tv producer and account executive in Chicago office of Leo Burnett Co., joins Erwin Wasey, Ruthrauff & Ryan, L. A., as senior account executive.

JACK LONDON, formerly president of Tag-A-Tune Radio & Tv Inc., national syndicator of broadcast promotions, joins Killingsworth-Moreland, L. A., as account executive. Mr. London has been in radio, tv and advertising fields over 20 years.

ROBERT SALTER, chief of radio-tv production for Needham, Louis & Brorby in N. Y., has resigned from agency effective June 30. Agency spokesmen declined comment on successor, but it was understood he probably won't be replaced.

ALFRED J. MIRANDA 3d, production supervisor of Campbell-Ewald, N. Y., appointed manager of agency's television and radio department. He has served in various production capacities with CE over past eight years.

STANLEY J. LEIFER, v.p., Dunnan & Jeffrey Inc., Newark (N. J.) advertising agency, to advertising manager, Knomark Mfg. Co., Brooklyn, N. Y. Knomark, manufacturer of Esquire boot polishes, is wholly-owned subsidiary of Revlon Inc.

MR. BEEBY

HAROLD J. BEEBY, advertising department, Miles Laboratories, Elkhart, Ind., named advertising manager of Miles Products Co., division of Miles Labs.

DR. RAYMOND A. ABLONDI JR., marketing and research executive, Ford Motor Co., to MacManus, John & Adams, Bloomfield Hills, Mich., as manager of automotive marketing and research.

HERBERT SCHENK, traffic and production department, BBDO. to Joseph Katz Co., N. Y., as production traffic manager.

DAVID A. WEISS, public relations staff, Hicks & Greist Inc., N. Y., to public relations manager of advertising agency.

MAROLD ROSS and **BARRY ZIFF,** senior account executives, Berghoff Assoc., promoted to radio-tv director of time-talent purchasing and director of merchandising-market research, respectively.

RALPH WALLSTEN, Dormeyer Corp., assistant advertising manager, promoted to advertising manager. Before joining Dormeyer, Mr. Wallsten was with J. Walter Thompson.

JOHN A. NELSON, formerly media director for McCann-Erickson, S. F., and L. A. representative for Robert W. Walker Co. and Duncan A. Scott Co., joins Compton Adv., S. F., as media director. Previously headed his own representative firm.

JAMES E. SMYTH, executive at Geyer Adv.'s Detroit office since 1955, to merchandising director on Geyer's Kelvinator and Leonard appliance (American Motors Corp.) accounts.

JOSEPH HARRIS, formerly with Cellomatic Inc., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as tv art director. **GEORGE HARRISON,** formerly with Geyer Adv., N. Y., to Dancer-Fitzgerald-Sample, as art director.

ALAN ALCH, Guild, Bascom & Bonfigli, to creative staff of Freberg Ltd., L.A., to work closely with **STAN FREBERG** on all written material for radio, tv and print. Before entering advertising, Mr. Alch wrote Academy Award-winning UPA cartoon "Rooty-Toot-Toot."

JOSEPH C. DICK, formerly account executive at Argobust Adv. Co., Chicago, to copy-contact staff of The Buchen Co., Chicago.

HARRY WAYNE McMAHAN, v. p. in charge of tv commercial operations, Leo Burnett Co., Chicago, appointed U. S. delegate to Venice Advertising Film Festival to be held on Lido in Venice, Sept. 20-25.

HARRY FEIGENBAUM, 67, founder and president, Feigenbaum & Wermen, Philadelphia, died June 19 at U. of Pennsylvania Hospital.

GRIDLEY ADAMS, 90, one-time head of his own N.Y. advertising agency and director general of American Flag Code Assn., died June 23.

FILM

MICHAEL STEHNEY promoted from assistant general manager to executive v. p., and general manager of Kling Film Productions, Chicago. He succeeds **HARRY W. LANGE,** resigned to join radio-tv department of McCann-Erickson. [AT DEADLINE, June 23].

DONALD G. KRAATZ, Campbell-Ewald, joins Van Praag Productions as v. p. of Hollywood office.

OSCAR BRODNEY, veteran motion picture writer, has been appointed v. p. of Gross-Krasne, tv film producer-syndicator, and has left for London, where he will be company's representative for films produced abroad by its British subsidiary, Gross-Krasne Ltd.

MR. LEE

JOHN B. LEE, formerly station manager, WXYZ-TV Detroit, to Alexander Film Co., Colorado Springs, Colo., as manager of productions.

KEN WELDON named manager of Flamingo Telefilm Sales' new office in Des Moines. For past six years, Mr. Weldon has been branch manager in Des Moines for Republic Pictures and Hollywood Film Service.

DAN NORTON, formerly national sales manager of WABC-TV New York, appointed sales manager for Hollywood division of Fred A. Niles Productions. **LIONEL F. GROVER,** director of educational activities, named production supervisor in Hollywood.

VERA FALCONER, formerly U. S. representative of British television syndicate, appointed educational and television station consultant for Permafilm Inc., N. Y.

MILTON MERLIN, story editor of Don Fedderson Productions, has also been named associate producer of company's *Millionaire* tv film series. Firm has moved to new headquarters at Desilu Gower Studios, 780 N. Gower St., Hollywood 38.

STATIONS

MR. KLEIN

ROBERT F. KLEIN, manager of KFRE-AM-FM Fresno, Calif., elected v. p. in charge of radio and will participate in company as stockholder.

HARRY EDELMAN, formerly operated radio-tv sales organization in Chicago, joins KELP-AM-TV El Paso, Tex., as general manager, succeeding **HERB GOLOMBECK,** who has resigned to join McLendon broadcasting.

MR. EDELMAN

H. E. MIKE GURNEY, formerly western manager of World Broadcasting System, to KOFY San Mateo, Calif., as general manager. **ART ABELL,** formerly with Best Foods Co. as district manager, joins KOFY as merchandising manager.

WILLIAM ARTHUR SELLEY, v. p. of Rounsaville radio stations, and manager of WLOU Louisville, Ky., named general manager of WYLD New Orleans.

MR. SULLIVAN

HENRY SULLIVAN, formerly assistant general manager and sales manager, WSGN Birmingham, Ala., has been appointed general manager of WSOC Charlotte, N. C. Mr. Sullivan's other former affiliations include program manager, WBIG Greensboro, N. C., and general manager, WKIX Columbia, S. C.

REDD GARDNER, formerly assistant executive producer at WBBM-TV Chicago, to KCRG-AM-TV Cedar Rapids, Iowa, as general manager.

KENT HACKLEMAN, sales manager of WJLS Beckley, W. Va., named manager.

MR. STALNAKER

HOWARD STALNAKER, assistant manager of KPHO-TV Phoenix, Ariz., promoted to station manager. Mr. Stalnaker has been with station for past 14 years.

GENE SPRY, assistant manager for past two years of KPHO, named station manager. He has been with station for past six years.

MR. SPRY

JOHN F. BAYLISS, formerly sales manager of KGYW Vallejo, Calif., joins KAFP Petaluma, Calif., as sales manager in its new Santa Rosa office.

JERRY MALONEY, announcer, WSJV-TV South Bend-Elkhart, Ind., joins WTRC Elkhart as sales manager.

HARVEY MARLOWE, one-time program manager of WPIX (TV) New York and later for WOR-TV New York, to Greater New York Fund as manager of radio-tv. He succeeds **ROBERT I. QUEEN,** now with CBS Radio's press information.

MR. CONWAY

JOSEPH T. CONWAY, sales representative, WIBG Philadelphia, named national sales manager.

GEORGE (BUD) ZIMMERMAN, KGU Honolulu, named production manager.

JOHNNY MAHAN, production department, WPEN Philadelphia, appointed production manager.

ROY M. SCHWARTZ, promotion manager of WVUE-TV Wilmington, Del., named promotion manager of WIBG Philadelphia.

TED HIMSTREET, formerly with INS and UP, joins KDYL-KTVT (TV) Salt Lake City as merchandising-promotion manager. **BETSY FILLMORE** named publicity director and **TIM MONROE,** formerly with stations' promotion department, moves to news department.

GEORGE J. SCANLON, formerly sales service manager at WCBS New York, appointed account executive, and **LYMAN CLARDY,** formerly manager of program operations and director of continuity acceptance, appointed sales service and operation manager for WCBS.

ED SHADBURNE, assistant manager of WTMP Tampa, Fla., to WLOU Louisville, Ky., in similar capacity. Mr. Shadburne formerly owned and operated WCPM Cumberland, Ky.

MARY JANE PHILLIPPI, former owner of KGPH Flagstaff, Ariz., and manager of Flagstaff Tv & Cable Co., named assistant manager of KONI Phoenix.

HARVEY J. SOPER, formerly with WGSM Huntington, W. Va., joins WGBB Freeport, N. Y., as chief engineer.

PIERRE GONNEAU, personality on WBNY Buffalo, N. Y., named program director. Mr. Gonneau previously had own show on MBS, originating from WOR New York.

JOHN P. FOSTER, salesman and promotion manager, WKNE Keene, N. H., appointed program director.

WILLIAM W. BROWN, formerly with Roberts & Wilks Brokerage Co., San Diego, joins KSDO San Diego as merchandising director.

WILLIAM A. EAMES, news and public affairs, CBS, joins KSL-TV Salt Lake City as news director.

LEONARD MYERS, salesman at WORL Boston, to WHDH-AM-TV Boston, as account executive.

JACK McCARTHY, formerly with WOND Atlantic City, joins WCKY Cincinnati, Ohio, as account executive.

MELVIN HALLOCK to KDIX-AM-TV Dickinson, N. D., as radio salesman and newscaster.

WAYNE FARISS, WTVT (TV) Tampa, Fla., newsman, joins WCKT (TV) Miami in same capacity.

KEN CROSBY, 19-year-old d. j. who is five-year veteran in announcing and sales, joins KSAY San Francisco as host of two shows daily.

WAYNE WEST, formerly personality on WMBD Peoria, Ill., joins KOLN-TV Lincoln, Neb.

PAUL PIERCE, from news staff of KNXT (TV) Los Angeles, joins news department of KMPC Los Angeles. **CHET CASSELMAN,** KMPC newsman, concurrently becomes morning news editor of KMPC.

PRICILLA WHITMORE joins WSVA-AM-FM-TV Harrisonburg, Va., promotion staff.

NORMAN SINGER, promotion staff of *Hollywood Citizen-News,* joins KRHM (FM) Los Angeles to work on promotion and research.

GORDON McLENDON, president of Texas Triangle radio stations, will head Texas March of Dimes drive for second straight year.

M. S. NOVIK, president of WOV New York, and Mrs. Novik embark tomorrow (July 1) on *Christopher Columbo*, Italian line ship, for six-week visit to Rome where station maintains studios. In addition to annual meeting of Rome staff, preliminary plans will be made for coverage of winter Olympic games in Rome in 1960. **GEORGE CUETO** is manager of WOV's Rome operations.

FRANK P. FOGARTY, v. p.-general manager, WOW-AM-TV Omaha, appointed to U. of Omaha Board of Regents for four-year term.

INGA, personality on WRC-AM-TV Washington has been assigned five-week trip to Scandinavian countries to report via delayed broadcast her conversations with people and sound she hears as she travels from smallest hamlet to metropolitan cities such as Oslo, Copenhagen and Stockholm. WRC stations will carry reports and they will be used on *Monitor*.

A. JAMES EBEL, v. p.-general manager of KOLN-TV Lincoln, Neb., named president of local Rotary Club for 1958-59 term.

ED. M. ANDERSON, 52, 1954-55 president of National Editorial Assn. and affiliated with four radio stations in western North Carolina, died June 24 in hospital at Brevard, N. C., following heart attack.

ART LINICK, 62, pioneer d. j. and one-time v. p.-director of WJJD Chicago, died June 18. Mr. Linick created character of "Uncle Julius" on soap opera, *Mr. Schlagenhauer and His Family*.

JOHN W. SCOTT, 65, news director of KRGV-TV Weslaco, Tex., since January, died June 23 following operation 10 days previous. He had worked for many years with New York newspapers and during World War I was correspondent for Reuters.

RICHARD F. ROBERTS, announcer, KFBC-AM-TV Cheyenne, Wyo., died June 16 following heart attack.

NETWORKS

JAMES W. HARDIMAN, assistant advertising and publicity director of "Cinemiracle" at National Theatres Inc., joins CBS-TV as manager of exploitation, Hollywood.

ROBERT S. FINKEL, producer of NBC-TV's *Perry Como Show,* signed as producer-director of NBC-TV's *Ford Show* for 1958-59 season.

REPRESENTATIVES

DOUG YATES, account executive with WCBS New York, to account executive staff of CBS Radio Spot Sales, N. Y., succeeding **TOM SWAFFORD,** who earlier was named sales manager of WCBS.

JOHN TILENIUS, formerly account executive, John Blair & Co., N. Y., and his wife left June 27 for European Seminar trip to nine countries.

MANUFACTURING

ROBERT SACKMAN, v. p. and general manager, Ampex Corp., Redwood City, Calif., named to board of directors, ORRadio Industries, Opelika, Ala.

MR. DIEHL

ROBERT T. DIEHL, formerly director of marketing of instruments division, Phillips Electronics Inc., N. Y., joins Pacific Semiconductors Inc. as general sales manager. Mr. Diehl has been in technical sales and sales management in electronics and electrical fields for past 12 years.

WARREN E. EDWALL, formerly marketing representative of airborne systems department, RCA Camden, N. J., to Washington as representative of the airborne systems department, defense electronic products, RCA. Mr. Edwall will act in liaison capacity on Army and Navy matters.

PERSONNEL RELATIONS

JOHNNY GREEN, composer-conductor and former music department head, MGM Studios, and now producer-composer for Desilu Productions, to newly-created post of special assistant to president, Composers & Lyricists Guild of America.

FRANKLYN FARNUM, president, Screen Extras Guild, honored by organization's board of directors with presentation of gold life membership card given in recognition of his long service as officer of guild and on occasion of his 80th birthday.

PROFESSIONAL SERVICES

DONALD P. MacDONALD, FCC attorney with tv applications branch of Broadcast Bureau, resigned last week to join Washington communications law firm of Smith & Pepper. Mr. MacDonald was graduated from Providence College, Providence, R. I., in 1952, and received his law degree from Georgetown U., Washington, in 1956. He joined FCC in March 1957.

PROGRAM SERVICES

JAMES TURNBULL, formerly district sales manager in both midwestern and eastern districts for Columbia Records, N. Y., appointed manager, field sales for company. **PETER MUNVES,** formerly assistant manager in popular album and classical album sections, appointed coordinator, Columbia special merchandise.

LEONARD J. GRANT, former producer-director, Emil Mogul Co., N. Y., appointed production supervisor, Laurence-Schnitzer Productions, Hollywood producer of tv commercials.

TRADE ASSNS.

STEPHEN E. FITZGERALD, president of public relations firm bearing his name, elected president of N. Y. chapter, Public Relations Society of America, succeeding **RICHARD W. DARROW,** executive v. p., Hill & Knowlton Inc. Other elected officers: **WILLIAM W. COOK,** partner, Pendray & Cook (first v. p.); **JOHN SATTLER,** manager, N. Y. public relations, Ford Motor Co. (second v. p.); **MELVA A. CHESROWN,** president, Melva Chesrown Inc. (third v. p.), and **BERNARD W. FRAZIER,** N. Y. public relations, Firestone Tire & Rubber Co. (secretary-treasurer).

ANNE K. CARR, assistant to sales manager, Interstate Bakeries, has been elected president of L. A. Advertising Women for 1958-59. Other new officers are first v. p.: **JANE COLLINS,** Hixson & Jorgensen; second v. p.: **MARION VILMURE,** Barnes Chase Co.; recording secretary: **MILDRED HEREDEEN,** Art Center School; corresponding secretary: **ALTHEA LINE,** E. C. Dunas Co.; treasurer: **FRAN HARRIS,** Harris-Tuchman Co.; assistant treasurer: **BETTY KOVEN,** Buchanan & Co.

BEN WEST, general manager of WTVP (TV) Decatur, elected president of newly-organized Decatur (Ill.) Press Club. Other officers include v. p.: **ROBERT B. KING,** program director of WSOY Decatur, and board of directors: **BRUCE DAVIS,** newscaster, WDZ Decatur; **DALE COLEMAN,** newscaster, WTVP; **AL ROWE,** news director, WSOY; **JOHN DeBOICE,** public relations, A. E. Staley Mfg. Co.; **CLARK WHITMAN,** sales manager, WDZ; **WILLIAM L. POWNALL,** Pownall Adv.; **JERRY WIEDENKELLER,** sales-service, WTVP, and **M. H. STUCKWISH,** general manager, WSOY.

KARL O. BATHKE, manager of field organization for Capitol Radio Engineering Institute, Washington, named assistant to president with overall responsibility for sales, advertising, promotion and public relations.

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On the Air everywhere 24 hours a day—seven days a week

Don McNeill's 'Breakfast Club' Honored on Silver Anniversary

ABC Radio marked 25 years of marching around Don McNeill's *Breakfast Club* last Monday amid congratulatory communications from several dignitaries, including Vice President Richard M. Nixon and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc.

The apparently indestructible morning program, aired from Chicago's Hotel Sherman Monday-through-Friday (9-10 a.m. CDT), celebrated its silver anniversary with fan interviews, old song favorites and reminiscences. Advertisers waived their commercial announcements for the occasion. A specially-commissioned painting ("Moment of Silent Prayer") by artist Ben Stahl was unveiled as a highlight of the anniversary broadcast.

Vice President Nixon lauded Mr. McNeill and his cast "for the standards you have maintained on the program and the service you have rendered to the country. . . ." Mr. Goldenson commended the program's "outstanding record of entertainment and public service." Other congratulatory wires were received from Illinois Gov. William G. Stratton and Chicago Mayor Richard J. Daley.

Immediately after the broadcast Mr. McNeill started a four-week vacation. His replacements in succeeding weeks will be Ted Mack (starting last Tuesday), Warren Hull, Fran Allison and Bob Murphy.

KIWANIS SOLD ON SELLING WIKB

A joint Radio Month promotion by WIKB Iron River, Mich., and the local Kiwanis Club May 26 resulted in a one-day sell-out and has enhanced business ever since.

A few days before the "K-Day" promotion, the Kiwanis members were instructed by WIKB personnel in the matter of radio time sales. After their briefing, the club members canvassed the area. Each prospective advertiser was told he was receiving full value in spots but that WIKB was turning over half of the revenue to the club for its work with crippled and needy children.

On K-Day Kiwanians manned WIKB's controls, did all the announcing, took turns on the swithchboard and received visitors. Apart from the May 26 sell-out, the station reports it has the "growing good-will and respect of the local Kiwanis Club and businessmen" and WIKB's average daily business reportedly has increased 200% since K-Day. The Kiwanis Club collected more than $350 for its share in the promotion.

Admen Receive Missile Message

KPHO-AM-TV Phoenix sales executives have distributed a new "adult toy" to Phoenix advertising managers, store owners and advertising agency executives. The "toy" is an Alpha I ballistic missile and launcher. The gift card warned "Caution. You're about to react! This thing really works . . . it's the dynamic new Alpha I rocket. Stop everything and try it. Just as you want to get this . . . in the air, so do our viewers and listeners react and buy."

CBS-TV Starting Gate Ready

Studio contestants and home viewers will be trying to reach the *Winners' Circle* in a new quiz game of that title, which started on NBC-TV last Tuesday (7:30-8 p.m. EDT). The quiz aspect of *Winners' Circle* is set up to resemble a horse race, with five contestants racing for the finish line by answering the same questions. The victor returns the following week.

The show employs three electronic devices—a Vuegraph machine by which the answers of the five players are projected on a screen behind them in their own handwriting, a racetrack showing relative positions of the entries, and a "tote" board which keeps a running record of their monetary progress. At the conclusion of each show, next week's contestants will be introduced to relate their backgrounds. At-home viewers may join the *Winners' Circle* by sending in post cards predicting the order of finish for the next program.

BINGO
BINGO

BINGO GIRL Elaine Fraser, of WCSH-TV Portland, Me., hangs onto director John Harms as he fishes for, and comes up with, the winner of the station's *Bingo-at-Home* game for the month of May. The show debuted on the station in May and reportedly pulled in 196,000 pieces of mail in its first month. The first winner received an Italian Fiat automobile. WCSH-TV airs *Bingo-at-Home* in the mid-afternoon, but reports it has been so successful that it will go on the early-evening roster June 30.

KRUX Matches Kc for Currency

KRUX Phoenix promoted its power increase to 5 kw and frequency change to 1360 kc with a "Lucky House Number" contest that climaxed last month with the awarding of a $1,360 jackpot prize.

House numbers had been announced since January at various times of the day and night and residents at the addresses mentioned had three minutes to call the station for a prize of $13.60. As many as seven winners were registered in a 24-hour period. The jackpot award went to a woman who called less than a minute after her address was named.

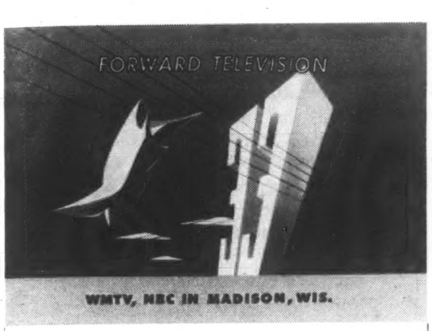
WIBC Roof Studio Aids Drive-in

WIBC Indianapolis has tripled business in one month for a local drive-in restaurant with a four-hour nightly d.j. show broadcast from a "skyline studio" on the drive-in's roof.

Merrill Cohen, owner of Merrill's Hi-Decker drive-in, saw his business jump when WIBC moved in to broadcast from the 5x9 ft., air-conditioned studio, built for $3,000. The studio contains two turntables, amplifier, two mikes and seating for an announcer, engineer and one guest. A four-sided neon sign with the station call letters decorate the exterior. D. j. Dick Summer attracts teenagers with membership in the "Skyline Studio Club" entitling members to participate in nightly games and contests and to receive gifts during the show.

KMA D.J.'s Aid Band Bookings

Two KMA Shenandoah, Iowa, d.j.'s, Mike Heuer and Tommy Burns, are promoting on their shows a "Name-Band Dance Club" which they organized for midwest communities having difficulty in booking top bands. The non-profit club plan insures the appearance of good "name bands" for groups of 100-200 couples who pay $50 yearly dues. Maryville, Mo., was the first community to try the plan. Its "club" was oversubscribed within a week of the KMA announcement. Mr. Heuer and Mr. Burns hope to organize enough clubs to form a regular circuit for bands. The "club" idea was the result of their talks with band leaders and civic organizations.



WITH the new ownership of WMTV (TV) Madison, Wis., by Forward Television Inc., the "Forward Look" was introduced on ID slides. Staff artist Jim Johnston first built balsa wood models from which a working photograph was made and then the final drawing for the slide was done. The ch. 33 station, under the management of Merritt Milligan, uses four variations of the space age design for its ID's.

Army-Navy Lose in Pulse Survey

Radio won last year's Army-Navy grid classic, reports Radio Advertising Bureau. A special Pulse survey conducted for RAB found more people listened to radio broadcasts of various football games while television covered the famed Philadelphia football game. Of families interviewed in three markets (600 homes all told) 51.7% listened to radio football games, and in 62% of the homes tuned to the telecast, there was at least one member of the family tuned to a radio football game. RAB President Kevin B. Sweeney also pointed out that "our survey shows 66.8% of the radio football audience to have been between the ages of 20 and 49," thus proving RAB's contention that radio reaches more adult buyers.

KGW Listeners Vie for Boat

KGW Portland, Ore., picked "Miss-Skee-Tow" out of approximately 3,000 entries in the station's "Name the Boat" contest. The $2,300 runabout was awarded to the winner of the contest, conducted for the second year to inaugurate the boating season. KGW d.j.'s promoted the event with remotes from the boat as it was pulled through the city by a mobile unit.

WRCA Show Salutes Entertainers

WRCA New York last Monday began a new program, *Guest of Honor* (Monday-Friday, 12 noon-2 p.m.), which will trace through each week the career of a single entertainment personality. The program will salute renowned entertainers such as Frank Sinatra, Doris Day, Richard Rodgers, Perry Como and the Andrews Sisters, by including music of the guest and a personal interview conducted by host Ed Herlihy.

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KBIG Opens Contest to Agencies

KBIG Santa Catalina, Calif., which has drawn close to 100,000 mail entries in its "Mystery Sound" contest, has sent a recorded variation of the sound quiz to staff members of Southern California ad agencies. The first agency person to mail KBIG the correct identification of the secret sound wins a week's vacation for two in Honolulu. Runners-up get trips to Apple Valley, Hesperia and Arrowhead Springs, all California, as well as merchandise prizes. Meanwhile the regular listener contest continues with winners being sent to other resorts.

'Sea Hunt' Signing Goes Deep

WKRC-TV Cincinnati for the debut of *Sea Hunt,* June 5 had an underwater contract-signing. Parties were executives of WKRC-TV, the Cincinnati branch of the Kroger Co., sponsor of the 52-week series, and Ziv Production Co.—all equipped with aqualungs and fins. Other features of the *Sea Hunt* promotion campaign: An "Aquatic Day" at Cincinnati's Coney Island amusement park which included skin diving competitions, a "Sea Hunt'" for silver dollars, a "Miss Sea Hunt" beauty contest, distribution of 500 sea monsters (gold fish) at downtown street corners, a billboard campaign, card advertising on buses and a premiere film showing to Cincinnati Kroger personnel.

Hackett Named to Gleason Show

Comedian Buddy Hackett will be assigned a supporting role in Jackie Gleason's new half-hour series that will debut Oct. 3 in the Friday 8:30-9 p.m. period on CBS-TV.

The new Gleason vehicle, to be alternately sponsored by Lever Bros. and Pharmaceuticals Inc., reportedly will be the most expensive regularly-scheduled live half-hour tv series in broadcast history [ADVERTISERS & AGENCIES, June 9]. Mr. Hackett was the star of his own show, *Stanley,* on NBC-TV during the 1956-57 season. Stanley Poss will produce the new series and Frank Satenstein will direct.

WOV Lists Negro Buying Facts

Facts about the 40% increase in Negro population in the New York area during the last seven years, buying habits and listening trends are set forth in a new sales brochure by WOV New York. WOV programs to this audience 11½ hours a day. Leading agencies and national advertisers using WOV to reach the Negro audience are listed along with representative sales success letters from clients.

Plane Passengers Chat on WVNA

WVNA Sheffield, Ala., finds out what's happening in the air lanes as well as on the highways for its weekday *Commuter Show* (4:30-5:30 p.m.). Station Manager Jimmy Hall, serves as the "WVNA Airport Reporter" for a 15-minute segment when he interviews passengers arriving or departing on Eastern Airlines flight 185 at the Muscle Shoals airport which serves the Alabama tri-city area of Tuscumbia-Florence-Sheffield. The flight carries area businessmen, many of them commuters between the Detroit and Muscle Shoals automotive factory centers.

CBS-TV to Cover 64 Pro Games

For the third consecutive season, CBS-TV will broadcast 64 professional football games on a regional network basis, starting Sept. 28. The schedule was announced last week by William C. MacPhail, sports director of the network, who said that as many as six games will be presented on a given date.

The CBS-TV network, according to Mr. MacPhail, will be divided into ten regional networks for the coverage which will be fed to almost 200 stations coast-to-coast. He said the project will utilize more than 168 producers, directors, associate directors, announcers, camera crew men and technicians in one afternoon's work, including personnel from 12 network-affiliated stations.

KTTV (TV) Prepares Viewers

In an effort to emphasize the pathos of the story to be featured on *Badge 714* July 4, KTTV (TV) Los Angeles sent out its program release with a paper tissue attached. In the July 4 episode, Jack Webb and Ben Alexander, stars of the series, help a young baby-faced thief dry his tears.

The nation's
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Negro group

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KOKY
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SHREVEPORT

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ELECTION RETURNS
KEEN-KLOK-KSJO

CITY 'NETWORK' COVERS PRIMARY

San Jose, Calif., radio stations KLOK, KEEN and KSJO pooled their resources to form a local network for the June primary election returns. The All-City broadcast—sponsored—was so successful that the stations will repeat the technique for the November election.

Scene of the am simulcast was the ballroom of the Hotel Sainte Claire where the stations' combined staffs tabulated, posted and broadcast the returns (see cut). Blackboards showed the changing totals on the races. Precinct information arrived on six special trunk telephone lines from 24 runners—local high school students. Returns from distant points in Santa Clara County were sent to the headquarters from the staffs of the *Palo Alto Times*, the *Gilroy Dispatch* and the *Los Gatos Times-Observer*.

More than 300 persons visited the three-station headquarters during the broadcast (7:30 p.m. to 1 a.m.) and were served free Coca-Cola. The success of the combined effort prompted the sponsors, Bona Sera Motors and Star and Bar gas stations, to sign the "San Jose Network" to cover fall voting.

Turtle Races Weekly on KLRJ-TV

KLRJ-TV Las Vegas viewers accustomed to varied gambling games can stay home and bet on the turtles Wednesday nights during the half-hour *Turtle Derby*. Viewers place their bets by phone on any one of eight turtles (each one sponsored) and after each race the winning bettor is awarded the winning sponsor's product as prize. Commercials are broadcast between the races which are emceed by sports announcer John Romero.

Gabfest to Start on CBS-TV

A weekly panel show entitled *Keep Talking* makes its debut on the CBS Television network Tuesday, July 8 (8:30-9 p.m. EDT). Debut guests are Ilka Chase, comedian Joey Bishop and humorist Danny Dayton. Monty Hall, Canadian television and radio personality, will be master of ceremonies. Two teams of three members each will compete on *Keep Talking*, with their primary purpose being to "smokescreen" secret phrases so that the opposition cannot detect them in the course of conversation. The team best able to conceal the most phrases and also to detect the opposition's phrases is champion for the evening. *Keep Talking* is by Wolf Enterprises in association with CBS-TV.

Hogs Eat to Win at KWTV (TV)

Oklahoma hogs are putting on extra weight this summer since KWTV (TV) Oklahoma City opened its pig-feeding contest to 4-H and FFA members. The three-month contest is designed to promote the state's pork production and boost feed sales for the sponsor of the station's farm shows, Evergreen Mills, Ada, Okla. A total of 330 entries has been received representing 47 of the state's 77 counties. Entrants are working for $870 in cash prizes, which are based on market desirability and weight gain of their hogs.

WRCA Night Show Turns to Pop

After six years of all-night classical music, WRCA New York changes from long to short hair when a new all-night popular music series hosted by singer-pianist Johnny Andrews takes over today (Monday) (Mon.-Fri. 12 midnight-6 a.m.). The *Johnny Andrews Show* replaces *Music Through the Night*. Popular vocal and instrumental music will keynote the new all-night program series, which will be conducted in an informal style. In addition to music on records and Mr. Andrews' piano, the program will keep listeners aware of late breaking news and baseball scores plus opening night theatre reviews.

KNXT (TV) Out of CTPN

KNXT (TV), CBS-owned station in Los Angeles, is discontinuing its early morning weekday service to the CBS Television Pacific Network for the summer, at least. Beginning July 7, KNXT not only is dropping the CTPN program service but is eliminating all live programming locally, using only film shows or programs taped in advance for the morning hours before CBS-TV programming begins at 9 a.m. PDT.

WSB Patrols Atlanta Picnics

Traditionally, a picnic in the park is one of the best things about summer living, but WSB Atlanta has added a new incentive for picnickers this year.

In the summer feature, *Picnic Patrol*, each weekday evening a WSB announcer travels in the station's radio-equipped car to picnic parties where he conducts interviews and gives prize packages containing sponsors' product. These are mentioned on the air each time a presentation is made between 6:30 and 9 p.m. Also, the advertiser receives two daytime bonus mentions during promotional announcements.

NO TV PROPS FOR THIS MOVIE

When Hollywood film makers want to portray television, they invariably make up companies like "Amalgamated Broadcasting System," But Columbia Pictures Corp., firmly wedded to tv via its Screen Gems Inc. subsidiary, is being honest about things. In its now-in-production film, "Miss Casey Jones" starring Doris Day, Jack Lemmon and Ernie Kovacs, writer Norman Katkov and director Dick Quine are striving for realism.

The script calls for Miss Day to earn public support and money by appearing on tv shows. A fortnight ago, after approaching both CBS-TV and NBC-TV, Columbia literally moved the sets of four major tv shows (now on the air) into a New York film studio. Thus, when "Miss Casey Jones" is released, filmgoers will see Miss Day facing a battery of youthful interviewers on NBC-TV's *Youth Wants to Know* (moved lock, stock, and Steve McCormick) from WRC-TV Washington; Miss Day being interviewed about rock lobsters by Dave Garroway on NBC-TV's *Wide Wide World;* Miss Day appearing on Walt Framer's CBS-TV daytimer, *The Big Pay-Off*, with Bess Myerson, and Miss Day as guest (along with Garry Moore and panelists Jayne Meadows, Betsy Palmer, Bill Cullen and Henry Morgan) on Goodson-Todman's *I've Got a Secret*, also on CBS-TV. For the network promotion people, there'll be a number of CBS-TV "eyes" and NBC-TV "chimes" emblazoned on the tv cameras.

WTIC-TV Hartford, Conn., provided mobile units and crew for movie scenes and took the opportunity to produce its own feature, "Hollywood Comes to Connecticut," to be presented as a morning show.

Station Authorizations, Applications

As Compiled by BROADCASTING

June 19 through June 25

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Am Stations

APPLICATIONS

West Memphis, Ark.—Newport Bcstg. Co., 730 kc, 250 w D. P. O. address Sudbury Bldg., Blytheville, Ark. Estimated construction cost $23,700, first year operating cost $48,000, revenue $55,000. Applicant is licensee of KNBY Newport, Ark. Announced June 25.

Liberal, Kan.—Dodge City Bcstg. Co. Inc., 600 kc, 500 w unl. P. O. address 705½ Second Ave., Dodge City, Kan. Estimated construction cost $53,577, first year operating cost $60,000, revenue $80,000. **Juliet Denious** (51.4%) has interest in KTVC Ensign, Kan. Announced June 24.

Billings, Mont.—Yellowstone Bcstg., 730 kc, 500 w D. P. O. address 600 California St., San Francisco. Estimated construction cost $27,219, first year operating cost $48,000, revenue $57,000. **Thomas Davis Jr.** and **Carl Hansen,** both in real estate, are equal partners. Announced June 25.

Scotland Neck, N. C.—John Laurino, 1280 kc, 5 kw D. P. O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $22,400, first year operating cost $35,000, revenue $45,000. Mr. Laurino, sole owner, is with AAA. Announced June 24.

Ashland, Va.—John Laurino, 1430 kc, 1 kw D. P. O. address 1805 Cooper Rd., Richmond, Va. Estimated construction cost $15,600, first year operating cost $27,500, revenue $33,000. Mr. Laurino, sole owner, is with AAA. Announced June 25.

New Fm Stations

APPLICATIONS

National City, Calif.—James Harmon, 103.1 mc, 532 kw. P. O. address 8615 La Jolla Scenic Dr., La Jolla, Calif. Estimated construction cost $12,403, first year operating cost $12,000, revenue $14,000. Mr. Harmon, sole owner, is president of Calif. Bcstrs. Inc. Announced June 23.

New Haven, Conn.—Yale Bcstg. Co. Inc., 103.1 mc, .305 kw. P. O. address Box 242-A, Yale Station. Estimated construction cost $3,886, first year operating cost $13,250, revenue $14,150. Applicant is non-profit organization. Announced June 24.

Ownership Changes

APPLICATIONS

KCVR Lodi, Calif.—Seeks assignment of license from **Central Valley Radio** to **Lloyd Burlingham** (50% owner of WBEL South Beloit, Ill.) for $135,000. Announced June 24.

KATT Pittsburg, Calif.—Seeks assignment of license and cp from **KECC Inc.** to **Contra Costa Bcstg. Corp.** for $225,000. Contra Costa is owned 80% by Skyland Bcstg. Corp. (WONE Dayton, Ohio). Announced June 25.

KULA Honolulu, Hawaii—Seeks assignment of license from **Tv Corp. of America Ltd.** to **Burnett Bcstg. Co. Inc.** for $200,000. New owner is **Jack Burnett,** KULA general manager, who is 25% owner of seller. Announced June 24.

KOKA Shreveport, La.—Seeks assignment of license from **Ebony Radio of La. Inc.** to **Southwest Bcstrs. Inc.** for $85,000. New owners are **Roy Fish, Wilburn Slack, Jesse Boucher** and **James Branch** (25% each). All are Springhill, La., businessmen. Announced June 24.

KZEA Shreveport, La.—Seeks assignment of license from **Edward McLemore** to **John McLendon & Assoc. Inc.** for $100,000. Announced June 24.

KJCF Festuc, Mo.—Seeks assignment of license from **Donald Donze** to **Garrett Bcstg. Inc.** for $51,500. **Cora Lee Garrett,** who will be 95% owner, formerly owned 51% of KATZ St. Louis. Announced June 19.

KXLQ Bozeman, Mont.—Seeks assignment of license from **KRBM Bcstrs.** to **XX Bcstg.** Co. for $67,000. **Richard Smiley,** new owner, is KXLQ program director and engineer. Announced June 19.

WWOK Charlotte, N. C.—Seeks assignment of license from **Carmen Macri** to **Radio Charlotte Inc.** for $160,000. Purchaser is owned by **Sherwood Tarlow** (51%) and others. Mr. Tarlow's interests: WLOB Portland, Me. (49%); WHIL Medford, Mass. (95%), and WARE Ware, Mass. (40%). Announced June 24.

WGOL Goldsboro, N. C.—Seeks assignment of license from **Wayne Bcstg. Co.** to **Better Advertising Inc.** for $35,000. **William Page,** who will own 80%, also owns 80% of WELS Kinston, and 24.3% of WITN-TV Washington, both North Carolina. Announced June 19.

KCJB Minot and **KSJB Jamestown,** both **North Dakota**—Seek assignment of licenses from **N. D. Bcstg. Co. Inc.** to **James Pryor** for $276,000. Purchaser is soon to end military service. Announced June 25.

Hearing Cases

FINAL DECISION

By decision, Commission granted petition for waiver of Sect. 3.28(c) of rules and granted application of **Lawrenceville Bcstg. Co.** for new am station to operate on 910 kc, 500 w, DA, D, in **Lawrenceville, Ill.,** and denied competing application of **Southern Indiana Bcstrs. Inc.,** for same facility with 1 kw in **Newburgh, Ind.** Initial decision of May 2, 1957, proposed this action. Chairman Doerfer dissented; Commissioner Cross not participating. Announced June 25.

INITIAL DECISION

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **United Telecasting and Radio Co.** for new tv station to operate on ch. 9 in **Ogden, Utah.** Announced June 24.

OTHER ACTIONS

Commission on June 26 directed preparation of document looking toward denying motion by **WDAY Inc.** (WDAY-TV, ch. 6), **Fargo, N. D.,** intervenor, for enlargement of hearing issues in proceeding on application of **North Dakota Bcstg. Co. Inc.,** for new tv station to operate on ch. 11 in **Fargo, N. D.** Initial decision of May 27 looked toward grant of North Dakota application.

Majority of the Commission on June 26 directed preparation of document looking toward granting application of **Northwest Bcstrs. Inc.,** for new am station to operate on 1540 kc, 1 kw, DA, U, in **Bellevue, Wash.,** and denying competing application of **Reverend Haldane James Duff** (10 kw), in Seattle, Wash. Initial decision of Sept. 23, 1957, looked toward this action.

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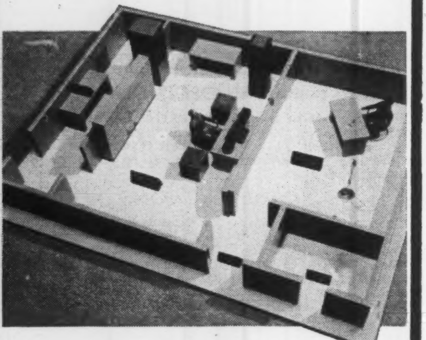

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By memorandum opinion and order, Commission granted protest and petition for reconsideration by **Peoples Bcstg. Corp. (WNAX), Yankton, S. D.**, directed against April 23 grant of application of **Fall River Bcstg. Corp.**, for new am station **(KOBH)** to operate on 580 kc, 1 kw, D, at **Hot Spring, S. D.**, to the extent of designating same for evidentiary hearing; denied KOBH's motion to dismiss WNAX protest and petition for reconsideration; made protestant party to proceeding. Announced June 25.

By memorandum opinion and order, Commission denied petition by **Armin H. Wittenberg Jr., Los Angeles, Calif.**, to enlarge issues in proceeding involving his application and that of **Pasadena Presbyterian Church, Pasadena, Calif.**, for new Class B fm stations; on suggestion by Broadcast Bureau, enlarged issues; and, on own motion, directed Mr. Wittenberg to submit corrected engineering amendment, exhibits and other documents. Announced June 25.

By order, Commission denied motion by **North Dade Video Inc.**, to amend May 28 order which set for further hearing the **Miami, Fla.**, ch. 10 proceeding by striking words "to cross-examine and" from next to last paragraph which reads: "It is further ordered, That all parties to these cases before Commission shall be admitted to participate as parties if they so request, such requests to be submitted on or before June 5, 1958, and that any person or persons concerning whom evidence may be received in the said hearing shall be permitted to cross-examine and to submit rebuttal testimony if he or they request opportunity to do so; and." Announced June 20.

By order, Commission permitted **Eastern Air Lines Inc.**, to intervene in further hearing ordered May 28 in **Miami, Fla.**, ch. 10 proceeding, with intervention limited to matters relating to Issue 1 ("To determine whether any of members of Commission who participated should have disqualified himself from voting in proceedings before Commission which resulted in award of cp for television station on ch. 10 in **Miami**"); denied petition of **Eastern** in all other respects. Announced June 20.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on June 23

Granted petition by **KTAG Associates (KTAG-TV)** titled "Request for Additional Time to File Response To Oppositions to Supplemental Pleading Respecting Petition for Revision of Issues and Request for Modification of Hearing Procedure," and time within which KTAG Associates may file replies to pleadings containing opposition to supplemental pleading on its merits is extended to date seven days following determination whether petition of KTAG Associates for acceptance of supplemental pleading is granted or denied in **Lake Charles-Lafayette, La.**, tv ch. 3 proceeding.

By Chief Hearing Examiner James D. Cunningham on dates shown

Scheduled hearings on dates shown in following proceedings: **WILA Inc. (WILA), Danville, Va.**, for mod. of cp, **Veteran Bcstg Co. Inc.**, and **Capital Cities Television Corp.**, for tv stations to operate on ch. 10 in **Vail Mills, N. Y.**, on Sept. 30; **The Young Peoples Church of the Air Inc.**, and **WJMJ Bcstg. Corp., Philadelphia, Pa.**, on Oct. 2. Action June 19.

Granted petition by Attorney General of the United States to participate as *amicus curiae* in **Miami, Fla.**, ch. 10 proceeding. Action June 23.

By Hearing Examiner Basil P. Cooper on June 19

Evidentiary hearing scheduled for July 18 on am application of **Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn.**, is rescheduled for July 28.

By Hearing Examiner J. D. Bond on June 19

Granted petition by **Alkima Bcstg. Co., West Chester, Pa.**, for leave to amend its am application to change requested facilities from 1510 kc, 1 kw, D, to 1260 kc, 500 w, D, DA, as well as changes in trans. location and in applicant's financial showing, and application, as amended, is removed from hearing docket; retained in hearing status applications of **Union Bcstg. Co., Elizabeth,** and **Lion Bcstg. Co., Inc., Dover,** both **N. J.**; hearing in this proceeding now scheduled for July 14 is continued to date to be fixed by subsequent order.

By Hearing Examiner Elizabeth C. Smith on June 20

Granted motion by **James A. McKechnie, North Syracuse, N. Y.**, for extension of time for exchange of direct affirmative case to July 3, for further prehearing conference to July 14, and commencement of hearing to July 22 in proceeding on his am application and those of **Entertainment Service Inc., Solvay,** and **Rome Community Bcstg. Co., Rome, N. Y.**

By Hearing Examiner H. Gifford Irion on June 24

Scheduled prehearing conference for June 24 at 2 p.m., in proceeding on am application of **Town and Country Radio Inc., Rockford, Ill.**

By Hearing Examiner Annie Neal Huntting on June 23

Granted petition by **Eastern States Bcstg. Co., Hamden, Conn.**, for leave to amend its am application to correct classifications of proposed programs.

By Commissioner Rosel H. Hyde on June 20

Granted petition by Broadcast Bureau for extension of time to June 30 to file replies to petition by **Acadian Television Corp.**, to enlarge and change issues in **Lake Charles-Lafayette, La.**, tv ch. 3 proceeding.

By Hearing Examiner James D. Cunningham on June 20

Denied petition by **South Norfolk Bcstg. Co. Inc., South Norfolk, Va.**, for dismissal without prejudice of its am application and application is dismissed with prejudice; retained in hearing status applications of **Denbigh Bcstg. Co., Denbigh, Va.**, and **Virginia Beach Bcstg. Corp. (WBOF), Virginia Beach, Va.**

By Hearing Examiner Charles J. Frederick on June 20

Scheduled prehearing conference for Sept. 8 in proceeding on am applications of **Mountain State Bcstg. Co. Inc.**, and **Radio Mid-Pom Inc., Middleport-Pomeroy, Ohio.**

Ordered that further hearing procedures in re modification of cp of **Capitol Bcstg. Co. (WJTV, ch. 12), Jackson, Miss.**, are suspended until such time as one or more counsel shall move that further hearing be held.

By Commissioner Robert E. Lee on June 18

Granted petition by **James W. Miller, Milford, Conn.**, for extension of time to June 26 to file opposition to petition by **Eastern States Bcstg. Co., Hamden, Conn.**, to enlarge issues in proceeding on their am applications, et al.

By Chief Hearing Examiner James D. Cunningham on June 19

Granted amended petition by **The Alkima Bcstg. Co., West Chester, Pa.**, for acceptance of appearance filed late, and dismissed for failure to prosecute application of **Union Bcstg. Co. Inc., Elizabeth, N. J.**, in proceeding.

By Hearing Examiner H. Gifford Irion on June 19

Ordered that record in proceeding on am ap-

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COMMERCIAL STATION BOXSCORE

As Reported by FCC through May 31

	AM	FM	TV
LICENSED (all on air)	3,208	524	415[1]
CPs ON AIR (new stations)	40	17	95[2]
CPs NOT ON AIR (new stations)	92	87	108
TOTAL AUTHORIZED STATIONS	3,340	628	663
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	40	64
APPLICATIONS FOR NEW STATIONS (in hearing)	126	18	63
TOTAL APPLICATIONS FOR NEW STATIONS	532	58	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	248	27	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	289	27	54
LICENSES DELETED	0	2	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through June 25

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,208	44	101	547
FM	524	22	88	60
TV (Commercial)	415[1]	96[2]	110	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 25

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

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[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

plications of **Fox Valley Bcstg. Co., Geneva, Ill.**, et al., will be held open until June 27 for receipt of intervener's Exhibit C, at which time record will be closed.

Continued oral argument from June 20 to July 7 in proceeding on am applications of **Charles R. Bramlett, Torrance, Calif.**, et al.

By Hearing Examiner Thomas H. Donahue on June 18

Granted motion by **Liberty Bcstg. Co., Liberty, Tex.**, for leave to file reply findings in proceeding on its am application, and reply findings to which motion relates are accepted.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of June 20

KOIL Omaha, Neb.—Granted license covering installation of new main transmitter.

WHOO, WHOO-FM Orlando, Fla.—Granted mod. of licenses to change name to **WHOO Radio Inc.** (including SCA).

KWFM (FM) Minneapolis, Minn.—Granted cp to increase ERP to 21 kw; ant. height to 150 ft.; and install new type ant.

WBZ-TV Boston, Mass.—Granted cp to use the driver of old main trans. as aux. trans.

WCLA Claxton, Ga.—Granted mod. of cp to change ant.-trans. and studio location and type trans.

KHAT Phoenix, Ariz.—Granted mod. of cp to change type trans., studio location, and operate trans. by remote control.

WMCD Welch, W. Va.—Granted authority to remain silent for period of 90 days from June 29.

WPGC-FM Oakland, Md.—Granted extension of authority to remain silent until Aug. 18.

WDSC Dillon, S. C.—Granted authority to operate on reduced time from 6 a.m. EST, to 7 p.m., EST, for period ending July 31.

Actions of June 19

KSPC (FM) Claremont, Calif.—Granted cp to change frequency of non-commercial educational fm station to 88.9 mc, increase ERP to 600 watts, change ant. height to -245 ft., type trans. and make changes in ant. system.

WFTG London, Ky.—Granted cp to install new type trans.

KCLE Cleburne, Tex.—Granted cp to make changes in ant. system.

WDSK Cleveland, Miss.—Granted mod. of cp to make changes in DA pattern.

KSEL Lubbock, Tex.—Granted mod. of cp to change type daytime trans.

KZUM Farmington, N. M.—Granted mod. of cp to change type trans.

KNEZ Lompoc, Calif.—Granted mod. of cp to change type trans.

WMFJ Daytona Beach, Fla.—Granted request for reconsideration of May 22 action which cancelled request for alternate main trans.

KABI Ketchikan, Alaska—Granted request for cancellation of license. Call letters deleted.

KDKA-FM Pittsburgh, Pa.—Granted request for temporary authority for period of 6 months to conduct program relay service for purpose of transmitting programs of broadcast stations on multiplay basis.

WAUC Wauchula, Fla.—Granted authority to sign-off at 6 p.m. local time or sunset, whichever occurs earlier for period ending Sept. 30.

Following were granted extension of completion dates as shown: **WETC Wendell, N. C.** to 12-30; **WGTO Cypress Gardens, Fla.** to 12-30; **WTMP Tampa, Fla.** to 8-15; **KWWL Waterloo, Iowa to 1-1-59; KCBQ San Diego, Calif.** to 9-1; **WDVM Pocomoke City, Md.** to 9-30; **WSRV Carbondale, Ill.** to 11-15; **WWSW-FM Pittsburgh, Pa.** to 10-15.

Actions of June 18

WLPO La Salle, Ill.—Granted license covering installation of old main trans. as aux. trans. at present trans. site.

KILT Houston, Tex.—Granted cp to install new trans. as auxiliary trans. at present main trans. site; and cp to install new main trans.

KDWD (FM) San Diego, Calif.—Granted mod. of cp to change type trans.; decrease ERP to 3.7 kw; increase ant. height to 650 ft.; and change ant.-trans. location to location of **KFMB-TV** tower (no change in description); remote control permitted.

WYNM Florence, S. C.—Granted extension of completion date to 10-30.

Actions of June 17

WMRI, WMRI-FM Marion, Ind.—Granted assignment of licenses to **WMRI Inc.**

WDOV-FM Dover, Del.—Granted license covering use of new type trans. and change ERP.

WERE-FM Cleveland, Ohio—Granted license covering installation of new fm ant. and increase ERP.

WEBQ-FM Harrisburg, Ill.—Granted license covering decrease of ERP to 1.65 kw.

WLAG-FM LaGrange, Ga.—Granted license covering change of ant.-trans. and studio location.

WEUP Huntsville, Ala.—Granted license for am station.

KTBC Austin, Tex.—Granted mod. of license to operate main trans. by remote control, day and night, using directional ant. nighttime; conditions.

WBMX West Point, Ga.—Granted mod. of cp to change type trans. and change studio location; condition.

KQDI Bismarck, N. D.—Granted mod. of cp to move ant.-trans. (no change in description) and change studio location; remote control permitted.

WTMT Louisville, Ky.—Granted mod. of cp to change type trans. and studio location.

KAGT Anacortes, Wash.—Granted authority to sign-off at 7 p.m. Mon. through Sat., and sign-off at 2 p.m. Sun., except for special events for period ending Sept. 15.

WTMT Louisville, Ky.—Granted extension of completion date to 10-6.

Actions of June 16

KPEN (FM) Atherton, Calif.—Granted assignment of license to **James J. Gabbert**, et al., d/b under same name.

K70AB Hawthorne, Nev.—Granted license for tv translator station.

KMMJ Grand Island, Neb.—Granted license covering changes in ant. and ground system and delete remote control.

KRIC-FM Beaumont, Tex.—Granted license covering changes in fm station.

WHYL-FM Carlisle, Pa.—Granted mod. of cp to change frequency to 102.3 mc.

KVSO-TV Ardmore, Okla.—Granted mod. of cp to change trans. location; change ERP to visual 91.4 kw, aural 45.7 kw; type of trans.; make change in ant. system and other equipment and change in ant. height to 846 ft.

WEEB Southern Pines, N. C.—Granted authority to sign-off at 7:05 p.m., EST, during months of June and July, except for special events.

KXRA Alexandria, Minn.—Remote control permitted.

Following were granted extensions of completion dates as shown: **WABY Albany, N. Y.** to 7-15; **WVEC-TV Hampton, Va. to 1-4-59; KNDA Elko, Nev.** to 1-6-59.

UPCOMING

July

July 7-19: Summer Educational Television Workshop, College of the Pacific, Stockton, Calif.

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA Los Angeles.

July 21-25: National Assn. of Educational Broadcasters, seminar, Allerton House, Monticello, Ill.

July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.

Aug. 2[illegible]-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 5-6; Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.***
- **All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Adult organizers, men and women, needed now for entertainment projects for this local area. Day & eve. Full or part time. No experience req. Can work by phone. Invest only your time. Begin earning at once. Steady year-round. Start immediately. Write today. Send one dollar for complete brochure. Esquire International, 5880 Hollywood Blvd., Hollywood 28, Calif.

Management

Manager needed for fulltime college-town station. Mid-south area. This is a solid operation with good profit. Above average pay with possible stock participation for right man. First class license helpful. Box 853E, BROADCASTING.

Wanted, manager and salesman for new 5,000 watt station now under construction in Tuscaloosa, Alabama. Will be fast paced music-news operation. Prefer men from mid-south area. All replies held in confidence. Send background resume and photo to Ed Holladay, WOKK, Meridian, Mississippi.

Assistant manager, first class ticket; sales and announcing experience. Comparatively new 1,000 watt daytime independent in northeastern N. Y. Good pay plus terrific potential for increased earnings and quick advancement to manager if right man. Personal interview necessary. Send picture and resume to WRSA, Saratoga Springs, New York, or phone Manager at 4300.

Sales

Sales manager for 250 MBS in small N. Carolina competitive market. Draw, commission, car expenses, 5% net profit bonus. Box 735E, BROADCASTING.

Wanted—Experienced salesman or announcer salesman at top quality regional station in the Piedmont section of North Carolina. Prefer a man who is now employed in this general area. Excellent earnings with chance for advancement. Our personnel know about this ad. Box 740E, BROADCASTING.

Boomingest market in Texas has openings for sales manager and salesmen. Incentive plan plus outstanding fast-growing market makes this an excellent opportunity for go-getters. If you have proven sales ability, send complete resume, all details, including present billings and earnings, in first letter. Box 772E, BROADCASTING.

At once. Top young salesman-announcer—small market. Managerial opportunity. Box 792E, BROADCASTING.

Top rated west coast network affiliate looking for young aggressive salesman interested in improving income and future. Send complete resume including experience, sales record, personal history and recent photo to Box 803E, BROADCASTING.

Sales manager. New owners. Indiana single. Top compensation. Box 830E, BROADCASTING.

Aggressive, hard hitting, rep salesman—wanted for Chicago area immediately. Box 840E, BROADCASTING.

Business is good. Expanding for successful salesman who wants to come to a larger market, guaranteed salary then commission. 18th size market, succesful music and news operation in mid-west. Employees benefits. Hard worker can easily earn over $10,000 yearly. Send resume, present billings earnings in first letter. Box 842E, BROADCASTING.

Opportunity plus for salesman that knows he can produce and is willing to prove it in major market with either a straight 20% commission or draw against 15%. Southeast. Box 843E, BROADCASTING.

Salesman: Age 25 to 31, married, who enjoys work, who can write copy that sells, do announcing if necessary. Must supply references and be available for personal interview. If above requirements cannot be met, do not apply. WHAW, Weston, West Virginia.

RADIO

Help Wanted—(Cont'd)

Sales

North Florida quality music station seeking salesman. No bad habits, sales or otherwise. WKTX, Atlantic Beach.

Experienced salesman for nation's eighth market wanted to call on agency and retail accounts. Must have success story. Size of market working in unimportant. Salary or 15% commission, whichever is greater. Age 24-35. Send picture and resume to WMCK, 516 Market St., McKeesport, Pa.

Fulltime salesman for New England market. Want man with solid experience, sales ideas and push. Guarantee, car allowance plus commission. Chance for advancement with strong, young multiple organization. Send photo, history of billing and earnings in first letter to Fred Haggerty, WSKI, Montpelier, Vermont.

Announcers

Wanted: Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a 5,000 watt, south Georgia station. Box 484E, BROADCASTING.

Program manager for eastern Pennsylvania station. Will have complete authority subject only to manager. Must have three years experience as staff announcer. Must be good board man willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 536E, BROADCASTNG.

Experienced news, music announcer on 1,000 watt southwestern independent. Box 638E, BROADCASTING.

Local network station desires announcer on or about August 1st. Some experience necessary. Permanent position. Paid vacation, insurance and many other advantages. Apply to Box 703E, BROADCASTING.

Wanted—Experienced announcer for North Carolina regional station. Must be able to handle heavy schedule of local and regional news plus dj work. Send complete details to Box 741E, BROADCASTING.

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Experienced staff announcer for small market 5,000 watt station in north Georgia. Good opportunity and permanent position for right man. Send photo, resume, and salary requirements. Box 752E, BROADCASTING.

I am looking for a top morning man. Eastern market, in a fast growing market. Top pay in the market for top personality. Send tape and background resume. Box 782E, BROADCASTING.

Morning man—salesman. Salary, commission, profit sharing, 1000 watt-Pa. single station market. Box 795E, BROADCASTING.

Announcer, experienced and talented, wanted at once. Salary $80 weekly if you're good. Living cost reasonable. 1 kw daytimer. No rock 'n roll. good music and news station. Send tape, photo and data. Box 806E, BROADCASTING.

Two announcer-engineers, emphasis on announcing. Gulf coast market. Send background, photo. Box 822E, BROADCASTING.

DJ's with personality!! Opportunity for experienced man with modern radio know-how to be #1 man at swingin' operation in first 30 markets in Great Lakes area. Afternoon spot open at 1,000 watt station that pays 50,000 watt salaries. Lucrative record hop open to man selected. Send tape, data to Box 824E, BROADCASTING. All replies answered. Hurry!!

Announcer-first phone. Indiana. New, modern management. Good pay. Box 829E, BROADCASTING.

Want good voice and sincere desire to work and learn for $77.00 week to start. Send tape and full particulars. Box 844E, BROADCASTING.

Experienced announcer. Can also sell. Contact Dr. F. P. Cerniglia, KLIC, Monroe, Louisiana.

RADIO

Help Wanted—(Cont'd)

Announcers

Good early morning personality dj and newscaster. Good pay top rated station. Southwestern city 30,000. Send photo, tape resume. Box 859E, BROADCASTING.

Wanted! Experienced announcer for radio. Must be sharp dj! Opportunity for television record show . . . send tape, picture and resume. Box 861E, BROADCASTING.

Good pay for good salesman-announcer. KPAP, Redding, California.

Looking for staff announcer to fill position of man leaving for the Army. Some experience necessary. Good working conditions, paid vacation, insurance and regular hours. Write WARK, Hagerstown, Md.

Combo engineer-announcer. Must be first class announcer. Willing, reliable worker. If possible, send tape to WFPR, Hammond, Louisiana—Phone 960.

Announcer—first class license essential—Send resume and tape to WMIC, P. O. Box 306, Monroe, Michigan.

Morning personality. We have first opening in our morning schedule in four years and need an experienced, friendly, down to earth personality. Sorry, no "top 40" dj types. 1 kw indie in prosperous 20,000 single station market. Application pending for 5 kw. Include full details, photo, tape in first letter. WMIX, Mt. Vernon, Illinois.

Beginner announcer at beginners salary. Southeasterners only. Tape, resume, references first letter. WTWA, Thomson, Georgia.

Technical

Chief engineer wanted for 250 watt station in large eastern market. Must be familiar with 10 kw fm and studio equipment. Box 785E, BROADCASTING.

WIDE, Biddeford, Me., located four miles from New England's finest beaches and offers good hunting and fishing, has opening for first class operator.

Combination engineer-announcer or top-notch announcer. Ten-year-old station with room for employe advancement. $80.00 starting salary. Send tape, resume, and photo to Program Director, WVOT, Wilson, N. C.

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

News director to build local news department and hire other radio newsmen hungry for news fast and first. Must be married and ready to settle in small market for permanent well paying position. No clock watchers please. Box 730E, BROADCASTING.

Metropolitan, top rated independent needs sharp traffic director. Unlimited opportunity. Immediate opening. Rush complete details. Box 802E, BROADCASTING.

I need a pro . . . under 35 who can supervise traffic, write continuity and do air work as dj. I'll pay such a man an excellent salary plus talent. I need this man now. Call, wire or write immediately. H. K. Crowl, WAVI in Dayton, Ohio, "America's 38th market." Baldwin 2-1291.

RADIO

Situations Wanted

Management

Manager for medium market. Married, children, 32, impressive appearance, sales management background. Currently account man top rated station one of first eight markets. Box 751E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager, top salesman, good announcer, first phone. Want small market station. Ten years experience, family. Want out of present situation caused by sale of station. Any market will be considered. Can run economical profit making station. Can build staff, audience and make money. Must have sincere ownership and complete freedom of operation. Available for personal interview. Box 804E BROADCASTING.

A proven ten year record of managerial experience—prefer medium market. Can furnish references. If you have a sick radio property I can make it well. Let's get together. Write Box 811E, BROADCASTING.

Qualified manager or commercial manager. Fifteen years experience major market radio and tv sales plus accounting education. Past 4 years top salesman with present employer eastern vhf. Sober, reliable, permanent, married, middle-aged, financially responsible. References, resume and photo on request. Box 814E, BROADCASTING.

General manager, over 20 years experience, seeking new location because of ownership change. Opportunity for future investment of great interest. Can bring part of trained staff with me. Available 30 days. $10,000 with bonus. Box 821E, BROADCASTING.

General manager-sales manager available, due to ownership change. 18 years of successful management and sales experience, in radio and television. Young and aggressive, presently managing medium market radio station. Especially interested in southeast. Box 825E, BROADCASTING.

Looking for the opportunity of becoming commercial manager. Five years in sales. Have good sales record. Prefer one or two station market in the midwest. Presently employed. Box 832E, BROADCASTING.

Selling manager. Can program and sell your station. Reasonable guarantee, good percentage. Available for right situation. Box 833E, BROADCASTING.

Wanted. Position as station manager. 4 years experience as commercial manager. If you own a station in competitive market, guarantee to make it Number One in three to six months. Am presently employed in top market with Number One station. Box 836E, BROADCASTING.

Manager-salesman, experienced, successful background,. sales, programming, all phases small station operation. Married, family, available August first. Desire relocate west coast. Reasonable income needed. Box 864E, BROADCASTING.

Manager, can manage station, sell, collect, service, make production spots and write copy. Personal sales range from eight to fourteen thousand monthly in market where competition sells spots from .25¢ to $1.00. In radio seven years, same organization, same city. Three years resident manager, two years assistant general manager. Age 37. Father of five children. Would consider any sincere, honest offer in southeast. Reply 1000-10th. Avenue South, Birmingham 5, Alabama.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 505E, BROADCASTING.

Hard-hitting salesman. 10 years experience. Also familiar programming and administration. Box 834E, BROADCASTING.

Desire combination deal. Heavy sales and promotion background—some tv and radio announcing. College grad-speech major, married, excellent references. Box 866E, BROADCASTING.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady. eager to please. Go anywhere. Box 504E, BROADCASTING.

Announcer, colored disc jockey. Light experience, strong ambition. Tape available. Box 633E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced up to 50 kw. Versatile negro announcer with first phone. Box 666E, BROADCASTING.

Announcer d.j., negro, capable, competent. Experienced. Good commercial delivery. Tape. Box 728E, BROADCASTING.

Young experienced announcer desires night shift in music, news station. Currently employed, excellent references. Box 734E, BROADCASTING.

Announcer, negro. Sparkling air personality. Light experience. Ambitious. Tape available. Box 743E, BROADCASTING.

Radio. Any broadcasting capacity: Announce, write, strong news, record show, commercials. College graduate, major communications. Capable, serious, hardworking. Draft deferred. Box 753E, BROADCASTING.

Music man. Know all types of broadcasting. Experienced, available immediately. Box 768E, BROADCASTING.

Announcer, first phone: Will travel . . . to right music, news station or chain for permanent future only! Good Pulse showing; assistant chief; family. Will work hard to justify advancement. Young, want to learn, earn! Box 793E, BROADCASTING.

Young, all-around, announcer, experienced in staff, sports, dj work. Box 796E, BROADCASTING.

First phone, morning man. Ten years experience. DJ, news editor, PD. Box 797E, BROADCASTING.

First class license young man wants midnite to dawn or night announcing shift. Currently working as day announcer. Box 798E, BROADCASTING.

One of the best personality men in the south, will make a change soon. Write for an audition tape. Eight years experience, good references. A real good country man. Write Box 801E, BROADCASTING.

Topnotch sportscaster. Former professional athlete, eight years experience. Wants solid sports-minded station anywhere in the country. References from present employer. $7200 minimum. Guaranteed topnotch all sports play-by-play. Box 809E, BROADCASTING.

Young married man desires position as staff announcer in New England. News, dj, commercials. Tape available. Box 810E, BROADCASTING.

Announcing, news, copy, between here and San Francisco. Summer layoff unforeseen by Palm Springs station. $100. Box 812E, BROADCASTING.

Attention upper midwest. Seven years experience, with solid references. Have headed news department. Veteran with college. Have recently left this area, want to return. Can operate board. Box 817E, BROADCASTING.

Experienced staff man, 28, married, college, desires midwest location, preferably within 100 miles of Chicago. Now employed. Box 819E, BROADCASTING.

Announcer, negro, my inexperience your advantage. I'm easy to mold. Box 839E, BROADCASTING.

Announcer, modern sound, experienced. Styled for California, Boston, Washington, Philadelphia. Box 847E, BROADCASTING.

Experienced announcer, excellent voice seeking permanent position. Prefer metropolitan area. Box 856E, BROADCASTING.

Anybody! Looking for the "forgotten man" who believes in "adult music for adult audiences"? I'm that man. Last nine (11½ years experience) at CBS 10 kw. News, production spots. Married, 31. Box 862E, BROADCASTING.

College grad wants radio announcing experience versatile education—wide background, able to perform variety of duties. Will send resume and tape upon request. Box 867E, BROADCASTING.

Well experienced in all phases of radio—23 years in business. Morning man for past 15 years with same station always led in the field in 5 station markets. Desire to make change, salary open. Joe Byars, 911 Oakview Avenue, Columbus, Georgia. Phone FAirfax 2-3285.

University graduate: 2 (two) years commercial experience. Strong on music and news. Can sell. Want to relocate in Michigan. Available now. Call or write: Charles Frey, 532 Oak St., Niles, Michigan. MU 3-5432.

Announcer-1st phone. Available now. Recent grad. Prefer California or Miami. Resume, tape on request. Phone-write Byron Kell, 3476 Maplewood Ave., Los Angeles 66. EXmont 7-1915.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer-engineer, 35, married—one child. 13 years announcing, 7 years sales. One year chief engineer. Above average announcer with production ideas. Currently employed WIVY, Jacksonville. Minimum salary $125. Contact Lee Kennedy, 1819 King Street, Jacksonville, Florida. Phone Evergreen 4-1256.

Combo dj-first phone, experienced. Young, ambitious. Music to please listeners. Single, two years college. Ham operator. No news experience. Travel immediately. Bob Leach, 26309 Regent, Lomita, California. Phone Davenport 6-2428.

Announcer—experienced, married, available immediately, good board operator, dj personality. Guy Moody, 1425 Broadway, NYC—LO 3-6525.

Announcer with first phone. 5 years experience. Prefer opening in midwest or south. Interested in advancement to program director. Duane Pagel, 14423 Pacific Ave., Tacoma, Washington.

Experienced, announcer. Versatile. Will gladly send tape, resume upon request. Call collect from anywhere in the U. S. Newtown 9-3678. Rip Rogers, 54-08 Roosevelt Avenue, Woodside L. I., New York.

Our morning man and program manager has outgrown our market and we want to help him find his next job. During eight years with this station he has done just about everything and is thoroughly capable, dependable and a top dj, news and morning announcer. We're happy to recommend him. Minimum salary $100 and worth more. If you have the right job for him please write directly to Hartley Samuels, President Station WDLB, Marshfield, Wis.

Chicago announcer, radio school graduate. Trained in broadcast fundamentals. Limited experience; willing to learn. Tape, photo available. Howard Sherf, 4020 W. Cullom, Chicago 41, Illinois.

Technical

Engineer, first phone, experienced, transmitter, studio and recording. No announcing. Box 699E, BROADCASTING.

Chief engineer: 1st phone, 17 years experience 250-5000 watts. DA. Married, prefer midwest. Box 733E, BROADCASTING.

1st phone, ham, family, young, complete studio-transmitter maintenance, tremendous tape-disc production, large station. Box 818E, BROADCASTING.

Experienced chief engineer-announcer-salesman. Box 854E, BROADCASTING.

Engineer first ticket wants relocation on east coast. Prefer growing solid organization. Single, able to travel. Box 863E, BROADCASTING.

Presently employed engineer desires change. 5 years experience, two years on 10 kw three tower directional. First phone active amateur, attend Port Arthur College, diplomas from two other radio schools, experienced tape disc recordings, remotes, and general broadcast station experience, experienced projection operator, age 32, married, two girls, non-drinker and non-smoker, new car, would like chance to learn announcing. Will consider working anywhere. Will buy third or fourth interest in good station (in Missouri only) call or write L. H. Estes, BE 82930 or BE 82330, Marble Hill, Missouri.

FCC first phone license; July-August preparation. Monty Koffer, 105 E. 16th Street, Brooklyn, New York. Bu 2-4622.

Production-Programming, Others

Organist. Wide experience. Creative. Own programs. Classics through jazz. Background music. Union. Own organ. Box 758E, BROADCASTING.

Gulf coast—assistant manager, program director, news director. I have the experience, ability and desire to do a good job for a progressive radio or television station. I have worked in all production phases of radio and television for 12 years. Currently employed in a major market at a good salary. I want more opportunity to use my ability and experience in a pleasant community where my family can put down permanent roots. Box 805E, BROADCASTING.

I led three lives. Program director, copywriter, deejay. I've been undercover man for radio, television—for 8 years. Now—I'm free—for you. Wife knows of this ad. Boss, too. Address correspondence to: Phil Brick, FBI (For Broadcasting Information). Box 835E, BROADCASTING.

Wanted opportunity as news man-dj-promotion man or combination for Doug Hill, of our staff. Feel he deserves advancement to larger operation. Leaving voluntarily. Available after July 19. Recommend highly. Call or write, KJFJ, Webster City, Iowa, for full enthusiastic details.

TELEVISION

Help Wanted

Management

Assistant manager wanted for Canadian television station located in Moncton, New Brunswick—just three hours from Boston. This an excellent opportunity for the right man, strong in sales and desiring a nice family town to settle in. We want an ambitious man with good knowledge of tv operations, not afraid to shoulder plenty of responsibility and build sales. Good starting salary and liberal incentive with plenty of opportunity to advance. Send resume of background and experience to Fred Lynds, President, Moncton Broadcasting Ltd., Moncton, N. B., Canada.

Sales

Sales representatives for local sales and national sales. Medium market, mid-south, full-power vhf. Box 338E, BROADCASTING.

No unfilled promises offered here. We are not looking for a manager or national salesman. We offer a good local salesman an opportunity to make money. He will receive a good list of accounts, salary, commission and expense account. He can make five figures the first year. He will work with two professionals who are in high commissions and will welcome his help. This station is vhf in a top 50 market. It has two strong competitors. If you are the man write Box 791E, BROADCASTING, and send complete resume and picture first letter. Replies confidential.

TV salesman wanted by high powered CBS-ABC station for local, regional and agency accounts. Excellent opportunity with group operating several stations. Box 857E, BROADCASTING.

Now working for a national rep? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a midwest tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Salesman wanted immediately for promotional group. Must be free to travel. Exceptionally high percentages, fabulous earnings. About to start western swing of major markets. Rush full information to P. O. Box 883, Florence, Alabama.

Now working for an eastern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a southern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a western tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Announcers

Immediate opening, southeastern full power vhf, major market, excellent living and working conditions. Only qualified persons need apply . . . permanent position with opportunity for advancement . . . send photo, tape and resume with initial reply. Box 790E, BROADCASTING.

Production-Programming, Others

Good pay—future for young man to teach radio-television-journalism. Prefer master's. Apply Journalism Director, Pennsylvania State University, University Park, Pa.

TELEVISION

Situations Wanted

Management

Twelve years advertising experience in the nation's first market. Available-zestful, creative adman-copy; promotion; assistant A/E. N.Y.C. experience-network; top inde. station; agency; and film packager. Seek solid spot medium size agency; prime station or ad dept. mfr. Box 837E, BROADCASTING.

Sales manager currently with major eastern tv radio operation desires management opening. 10 years of outstanding sales success with current operation, plus the research, promotion and merchandising "know how" necessary to build solid sales. Will gladly invest. Box 852E, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Studio, transmitter and C.A.T.V. experience. First phone, prefer Rocky Mountain area or vicinity. $125 week or $2.40 hour. Box 816E, BROADCASTING.

Broadcast technician with 1st phone, tv workshop graduate, desires position in television or radio. Service background in electronics. Box 838E, BROADCASTING.

Chief engineer. Ten years in television. Strong technical and administrative ability. Excellent references. Box 865E, BROADCASTING.

Production-Programming, Others

Versatile sports director and caster in major tv and am market with proven past record, desires same capacity. Excellent references . . .BA . . . and professional sports background. Box 786E, BROADCASTING.

Supervisory experience in studio and film operations. Some administrative. Children's program talent. University radio, theatre, motion pictures, tv training. Box 800E, BROADCASTING.

TV cameraman-mike operator, some announcing experience with major television station N.Y.C. Box 815E, BROADCASTING.

Producer-director, live and film. Young; recently Army film specialist. Box 848E, BROADCASTING.

Wish to re-locate. I offer 8 years experience with net affiliate in major three-station eastern market. Background includes floor director, assistant production supervisor, producer, and director for past five years. Excellent references from above employer. Contact Box 868E, BROADCASTING.

FOR SALE

Stations

Southwest radio stations. We have several good properties in Texas and Louisiana requiring down payment of as little as $20,000. Write us about your interest, and you will get fast action on these opportunities. Broker. Box 849E, BROADCASTING.

Anxious to sell 250-w clear channel station in Louisiana. All offers considered. Box 828E, BROADCASTING.

Texas key market. Full time station showing excellent earnings available for $50,000 down. Full details to qualified buyer. Box 850E, BROADCASTING.

Major market highly rated station $350,000.00 29% down, must prove financial reliability before property will be revealed. Box 846E, BROADCASTING.

New York state. Full time 250 w station has shown improved earnings position every year. Growing market in attractive city of 20,000. Price of $250,000 includes real estate. Will sell for 29% down. Owner take-out near $50,000 a year. Station manager will stay on if desired. Box 869E, BROADCASTING.

New England (2) medium markets, single station, each $100,000 total, 29% down on one. Chapman Company, 17 East 48th, New York.

Arizona kilowatt-daytimer $62,000.00 terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

East. Large market. Gross $180,000. Priced $200,000 for physical assets. Terms. Jack L. Stoll and Associates, 6381 Hollywood, Los Angeles 28, Calif.

Upper south, single station markets, $125,000 and $145,000. Chapman Company, 1182 W. Peachtree, Atlanta.

Northwest. Quarter-kilowatt $90,000.00. 29% down. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Florida medium market, $12,500 cash, $141,750 total. Chapman Company, 1182 W. Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

RADIO STATIONS FOR SALE

BECAUSE

Integrity is a most important facet of our way of doing business.

BECAUSE

Ours is a personal service dedicated to fulfill honestly the needs of our Clients.

BECAUSE

Sincerity has been the keystone of our dynamic growth.

BECAUSE

So many people like the way we do business.

Because all these factors played so important a part in our growth, we are again forced to expand our facilities.

On and after July 1st
We will be located in
SUITE 600 - 601

At the same address

6381 Hollywood Blvd.
Los Angeles 28, Calif.

With the same phone numbers

HOLLYWOOD 4-7279
HOLLYWOOD 4-7270

Why not contact us today and let us show you a new way in buying and selling?

We have good sound offerings throughout the whole United States.

JACK L. STOLL
& ASSOCIATES

A NATIONAL ORGANIZATION for the sale of Radio & TV Stations

6381 HOLLYWOOD BLVD.
LOS ANGELES 28, CALIF.
Hollywood 4-7279

FOR SALE—(Cont'd)

Stations

Pacific northwest. Gross $90,000. Full time. Old established. $30,000 down. Jack L. Stoll and Associates, 6381 Hollywood, Los Angeles 28, Calif.

West coast fm station, $25,000 for ⅓ participating interest. Chapman Company, 33 W. Micheltorena, Santa Barbara, California.

Equipment

Ike chain new G-E iconoscope film channel, complete model 4PE5C. Very reasonable. Box 794E, BROADCASTING.

Tapak newscaster recorder, excellent condition, little use. $175.00. Box 826E, BROADCASTING.

Trans-Lux news-sign for sale at half price. 40' sign, and all necessary equipment in guaranteed operating condition. Ready to install. Sell your local merchants ads on this traveling news-sign and make a big profit, even the first year. Box 841E, BROADCASTING.

4, QRK turntables, 33⅓, 78 and 4 WE 9A heads, arms and equalizers. Best offer. Phone or write KDAY, Hollywood, Calif. HOllywood 1-9981.

For sale—Gates "Auto-Station." Complete production and automatic playback units. One year old. Perfect condition. Original cost $6,000.00. Sale caused by programming revision following change of ownership. WBLG, Box 1417, Lexington, Kentucky.

UHF equipment, used but in perfect condition. GE TT25A 12KW transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, sweep oscillator and General Radio monitors, GE TV-21 visual demodulation. Also 430 foot Stainless type G tower with lighting, 400 feet 7½ x 15 inch wave guide, 600 feet 3⅛ inch VHF coaxial cable and hangers. Presently installed at Jacksonville, Florida. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Magnecord M-90, c/w remote control, console cabinet, 7½/15 ips, half-track. Also portable cases. Demonstrator, save $600. Pacific Audio Supply, 818 State St., Santa Barbara, Calif.

Weather warning receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

Cameras, 2 used Dage model 300-C cameras, with lens, camera controls and regulated power supply. Will consider offers on one or both. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Volkswagon bus, low mileage, new motor, complete with Motorola T53GAD 60-watt mobile transmitter, 2 frequency, plus receiver, F.O.B. Algona, Iowa. Make offer. Fred Epstein, KSTT, Davenport, Iowa.

TV equipment: 600' guyed tv tower, can be insulated for radio; High-band vhf 6-bay antenna; RCA TT5A transmitter with tubes, ideal for stand-by, satellite or small market. Will sell all or part. Terms available. Early fall delivery. Reason for selling: going to taller tower and higher power. If you want to buy some good equipment at fair prices, this is it. KRBB-TV, El Dorado, Arkansas. Contact Bill Bigley.

1—3 Rev Federal (fm) transmitter with Andrew antenna with tubes (like new, in good condition) 1—G. E. frequency and modulation monitor (fm). 1—Gates RF amplifier and power supply (fm). 1—Gates remote control RDC-10 complete. (like new). Contact: William Emert, Radio Station WPHB, Philipsburg, Pa. or phone Dickens 2-2300.

WANTED TO BUY

Stations

Looking: Prefer mid-Atlantic or northeast. Under $100,000. Box 807E, BROADCASTING.

AM station in Florida. Fulltime or daytimer. Send complete details. Replies confidential. Box 813E, BROADCASTING.

Individual interested in purchase of or investment control, medium or small market. Give complete details. Box 831E, BROADCASTING.

Florida manager willing to invest $30,000.00 in profitable station and operate. Confidential. Box 845E, BROADCASTING.

Desire to purchase am or tv property where knowledge can develop potential. Possibly situation where present ownership would like to dispose of interest over next five or ten years. Can invest via major portion of earnings and incentive arrangement with possible cash token. Background radio-tv executive thoroughly experienced all phases of industry. Box 860E, BROADCASTING.

Individual wishes to purchase or lease station in medium or small market. All replies confidential. 217-18 Frank Nelson Building, Birmingham, Alabama.

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principles or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

1 kw fm transmitter and multiplex audio equipment for background music service. Also fm 7.3 antenna, either side mount or top mount. Please list equipment by make and model number, age, condition, and price. Reply Box 820E, BROADCASTING.

Wanted—TV kinescope equipment. Cameras, power supply etc. Box 858E, BROADCASTING.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

INSTRUCTION

F.C.C. first phone preparation by correspondence or in residence classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting September 3, **October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.**

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

If anyone knows the address of Mr. Walter Conrad or Walter Fruehwald, please inform Howell Tire Co., P. O. 614, Enid, Oklahoma.

RADIO

Situations Wanted

Announcers

FAMOUS DISC JOCKEY

South's most outstanding rock and roll-rhythm and blues radio and TV personality now available. Has highest ratings all surveys in South's top market. Please rush replies to

Box 851E, BROADCASTING.

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

TELEVISION

Situations Wanted

Production-Programming, Others

Radio-TV
News Director

Newsman experienced in heading award winning news staffs now available. Excellent on-camera presentation and delivery, shoots and edits own newsfilm. Very best of references, including current employer. Available August 1st.

Box 823E, BROADCASTING

EMPLOYMENT SERVICES

A Specialized Service For
Managers • Commercial Managers
Chief Engineer Program Managers
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
BROADCASTERS EXECUTIVE PLACEMENT SERVICE
1736 Wisconsin Ave., N. W.
Washington 7, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

"Magnificent Job as VP and Gen. Mgr."

So wrote the President of a Radio-TV operation to his General Manager who will be available August 1. Listen to these quotes from same letter.

". . . Straightforward honestly . . . Clear analysis . . . High loyalty . . . Ability to keep personnel happy as a team is truly remarkable . . . Highest possible recommendation of your ability . . . Deep personal appreciation and that of all our stockholders . . ."

This highly regarded exetutive has 20 years experience in radio and is a television pioneer in Nation's No. 1 market. Prefers smaller market which will support base of $15,000. Successful record in doubling ratings and values within six months. He won't be available long!

Box 827E, BROADCASTING

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

CBC Okays Tv Power Boost Over Objections by CATV

Nine Canadian radio stations and one television station were recommended for power increases at the June 13 meeting of the Canadian Broadcasting Corp. board of governors at Ottawa. A number of stations were authorized to make share transfers.

CKVR-TV Barrie, Ont., applied for a power increase on ch. 3 from 26.7 kw video power to 100 kw, with antenna 820 feet above average terrain. In making the recommendation the CBC board pointed out that the power boost should extend service to the north where Canadian tv service is not now available. Arguments by community television antenna companies that CKVR-TV would interfere in northern communities with reception of ch. 2 and 4 stations from Buffalo, N. Y., about 140 miles distant, were heard by the board. But it made its recommendation on the ground that such interference "should not have the effect of limiting the coverage of Canadian television stations and their service to the public in order possibly to protect some fringe reception not recognized in the international agreement on allocation of channels."

Radio stations recommended for 10 kw power were CKXL Calgary, Alta., from 1 kw on 1140 kc; CFRN Edmonton, Alta., from 5 kw on 1260 kc; CJCA Edmonton, Alta., from 5 kw on 930 kc; CJOB Winnipeg, Man., from 5 kw day, continuing with 2.5 kw nighttime on 680 kc; VOCM St. John's, Nfld., from 1 kw on 590 kc; CJCH Halifax, N. S., from 5 kw day with 5 kw for nighttime on 920 kc, and CJNB North Battleford, Sask., from 1 kw on 1460 kc.

Other radio power boosts: CKTR Three Rivers, Que., from 1 kw day to 5 kw day, with 1 kw nighttime, moving from 1350 kc to 1150 kc and CFCW Camrose, Alta., from 250 w to 1 kw on 1230 kc.

CJMT Chicoutimi, Que., was granted permission to have a standby transmitter of 250 kw. Approved for change of control:

CKDH Amherst, N. S.; CHEF Granby, Que.; CHAB Moose Jaw, Sask., and share transfers were recommended for 11 radio and two television stations.

20 Languages Heard in Canada

Independent Canadian radio stations broadcast programs in 20 foreign languages, a recent survey by the Canadian Assn. of Broadcasters has established. In all, 54 Canadian independent stations, out of about 150, broadcast some 140 hours of foreign-language programs weekly with Italian, German, Ukrainian, Polish, Hungarian and Dutch being the principal languages. Most of the foreign-language broadcasts come from stations in heavily populated Ontario and Quebec provinces where a large percentage of Canada's postwar immigrants have settled. About half the 54 stations doing foreign-language broadcasts are located in southern Ontario. Other languages heard each week include Finnish, Greek, Estonian, Czech, Latvian, Japanese, Lithuanian, Macedonian and Croatian. Some Indian and Eskimo language broadcasts are also featured on northern and western stations.

OIL BY ANY OTHER NAME

A 13-minute color cartoon film, "Energetically Yours," which was produced for the Standard Oil Co. (New Jersey) and presented on the company's 75th anniversary program on NBC-TV last October, now is available for distribution throughout the world in seven foreign languages. The film, being distributed by Transfilm Inc., New York, will be released by the oil company and its affiliates in Spanish, Portuguese, German, French, Swedish, Norwegian and Italian for television and theatrical showings. A Transfilm spokesman said that numerous requests for the film from European and South America tv and theatrical groups prompted Standard Oil to offer the cartoon abroad. It continues to be available in English for tv showings in the U. S. and prints may be obtained by writing the Standard Oil Co. (New Jersey), Room 1610, 30 Rockefeller Center, New York 20, N. Y.

Private Tv for West Germany Still Several Years in Future

In spite of results of a survey in which West Germans were strongly in favor of introducing privately operated television stations, and statements by West German Postal Minister T. Stuecklen that he is for additional outlets, private broadcasting is not expected to come to the country for several years.

Mr. Stuecklen told a group of brand-name advertisers that, providing an augmented tv system would maintain current taste and entertainment values, German viewers ought to have a choice between two or three programs. (The country's present tv system is comparable with the BBC in pre-ITA days in Britain.)

Indications are that the Bonn government is willing to allocate a second channel to non-commercial operators in present tv cities. The remaining channels, probably uhf, would be awarded to private and commercial enterprises. (The latter stations would be supervised by a regulating body comparable with ITA.)

An independent West German research institute has published results of a survey that shows 76% of the German population as being in favor of allowing independent companies to operate stations.

Neill Elected CAB President

D. Malcolm Neill, president of CFNB Fredericton, N. B., has been elected president of the Canadian Assn. of Broadcasters, succeeding Vernon Dallin, CFQC-AM-TV Saskatoon, Sask., who resigned recently after being re-elected to a second term at the May CAB convention at Montreal. Mr. Neill served earlier as CAB president during 1951 and 1952 and has represented the CAB for a number of years in the International American Assn. of Broadcasters.

Schwerin Commends Canadians For 'Better' Tv Program Balance

Better balance among programs, resulting in less emphasis on "tense shows like mysteries, westerns or melodramas" that "tend to surround and even inundate the commercials," gives Canadian advertisers certain advantages over American advertisers, Horace S. Schwerin, president of Schwerin Research Corp., told the annual meeting of the Proprietary Assn. of Canada. Listing points that "should afford encouragement," to his audience, he said:

"Our research shows, over and over again, that the kind of show is more important to the advertiser than the size of the audience; it shows further that many of the American programs of the types that are most frequently broadcast these days are among the least desirable from the viewpoint of sponsor effectiveness; it shows further that there is a smaller incidence of such types among Canadian-produced programs, which more commonly tend to be of the sort that can add substantial values to the advertising that is placed on them."

In compatible surroundings, a commercial can "double or even triple its effectiveness over what it can achieve in a less hospitable show," Mr. Schwerin stated.

Adding that he was not suggesting that "tense shows are inevitably bad guys," the researcher said that in most instances no attention was paid to adapting commercials to the environment. Filmed commercials are scheduled "without regard to the nature of the program," he noted.

Sweden Plans 4 More Tv Outlets

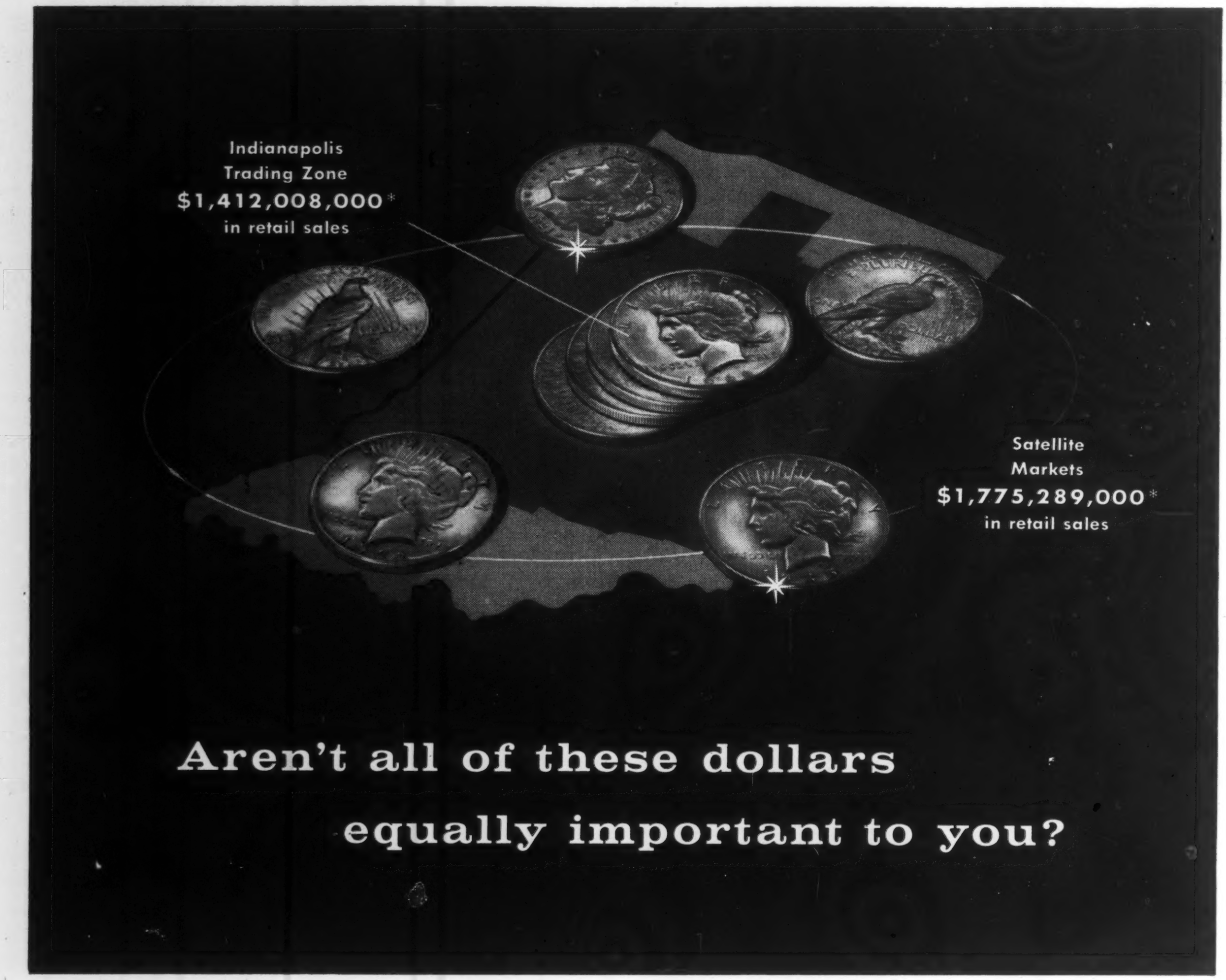
When the television station in Malmoe, Sweden, goes on the air in a few days the country will have four full-time stations operating. The stations (two are in Norrkoeping, one in Stockholm) all plan to be interconnected by a relay network. This network will be linked in with Eurovision —the continental tv hookup.

The new transmitting facilities now being completed are expected to rapidly increase the number of sets in use within the next few months. Current figures estimate that nearly 200,000 sets are operating in Sweden.

Plans for fiscal 1958-59 call for the construction of four more tv stations. This will give Swedish Tv Service a coverage of 4,000,000 viewers. Sweden's population is 7.4 million.

CBC Got $43 Million Last Year

Canadian Broadcasting Corp. in the fiscal year ending March 31 received $43 million from the Canadian federal government as compared with $39 million the previous year, the annual revue of Canadian government expenditures indicated when presented in Parliament at Ottawa on June 16. The report on revenues showed that the 15% excise tax on radio and television receivers, radio tubes and phonographs brought the government $16 million in the last fiscal year as compared with $19 million the previous year. This is earmarked for the CBC and is turned over to the CBC as part of its allotment from the government.



Where else will you find *satellite* markets that outspend their entire central metropolitan trading zone by 5-to-4 in sales dollars? Or a *universe* that has such a big, rich central market! What an opportunity for you to increase your share of the *total* potential in this greater Indianapolis television area!

where else . . .

- —does a central market exert such an economic pull on *so many* specific areas that are retail trading centers in their own right?
- —do you find such a *widespread* marketing area covered from *one* central point . . . and by WFBM-TV!
- —can you buy just *one* station with no overlapping penetration by basic affiliates of the same network?

only here—in Indianapolis on WFBM-TV—can you buy more honest market penetration, more consumer influence, for *fewer* dollars expended than anywhere else. *Now* it will pay you to take another, longer, *better look! We are proud of our current ARB.*

The Nation's 13th Television Market

. . . with the only basic NBC coverage of 750,000 TV set owning families.

*Sales Management, Survey of Buying Power, 1958

● *Indianapolis itself*—Major retail area for 18 richer-than-average counties. 1,000,000 population—350,600 families *with 90% television ownership!*

○ *12 Satellites*—Each a recognized marketing area—and well within WFBM-TV's basic area of influence. Includes Marion • Anderson • Muncie • Richmond • Bloomington • Vincennes • Terre Haute • Danville, Illinois • Lafayette • Peru • Logansport • Kokomo.

Represented Nationally by the **KATZ** Agency

CHANNEL 6
WFBM TV
INDIANAPOLIS

BASIC NBC-TV AFFILIATE

MONDAY MEMO

from **ARTHUR S. PARDOLL,** *group media director Foote, Cone & Belding, New York*

Causes of chronic sales trouble show up in mediaman's case histories

Anyone in the business of selling media rarely has an opportunity to see the impressions he makes or how he looks to prospects he tries to sell. Most of the salesmen who sit across my desk in the course of a typical week present well organized material and state their case concisely, but there are exceptions. It is in this area, where there is a strong need for improvement, that I would like to indicate a constructive course of action.

Case #1: Joe was in to see me recently. His previous visit was almost six months ago. I never hear from Joe unless a station manager or other brass come into town. It seems that Joe has to impress station management with the caliber of people he has access to for interviews. I think that Joe could do a better selling job if he would make more frequent calls instead of waiting for special occasions.

Moral: If you have to sell at all, it must be done on a continuing basis. Infrequent sales contacts will inevitably result in loss of awareness and visibility of your medium.

Case #2: A short while ago Henry made an appointment to report some hot news. He had nothing to say about his own station, but he spent 25 minutes on a principal competitor. Henry dwelt at great length upon the many wrong things his competitor was doing. In fact, he painted an unmistakable picture of his competitor as a completely opportunistic, greedy, and unethical operator. When Henry left, I felt like buying neither station.

Moral: A certain amount of negative selling is appropriate. If you overdo it, you don't sell at all.

Case #3: Once I was somewhat taken aback by a respectable print organization which made a comparison with television. The national cost of a network program was charged off against the basic network of some 50 stations. In effect, this approach discounted the contribution made by the entire lineup of well over 100 stations, and thus resulted in an erroneous picture.

Moral: The job of selling against broad classes of media is best left to those who know them best. Industry bureaus should better educate salesmen to do the job. I wonder if bureaus are discharging this obligation effectively.

Case #4: On some occasions a medium will prepare a very intelligent solution to a serious problem. An example of this was a forceful documentation by a leading newspaper supplement of the need for more intensive advertising support in major markets. The supplement showed that because of the multiplicity of competition in the larger cities, even the more popular network television programs don't achieve ratings in key markets as high as they do in smaller markets. Obviously, a print medium which concentrates in key metropolitan areas can serve to provide reinforcing coverage in those areas

Moral: Many advertisers can use more than one medium to sell their products effectively.

Case #5: One morning I spent a few hours at the annual presentation of one of the bureaus. It was a great show—fancy screen projection and valuable research. It was a good presentation, but we only see this once a year.

Moral: More frequent industry presentations serve as reminders of media values. They help strategists and buyers to arrive at a balanced point of view.

Case #6: Then there is the case of the well-informed, concise salesman for whom it is always a pleasure to open the door. Bob always tries to find out what the marketing objectives are. He also makes it a point to be fully familiar with the organizational structure of the agency.

Moral: The salesman who displays interest in marketing objectives and knows the organizational setup of his prospects is far better prepared to sell creatively.

These cases point to the need for stronger, more vigorous selling today. While it is important to point out competitive differences, this should be done constructively. The seller's function is to help buyers arrive at an intelligent judgment. Selection of media is largely based upon the information furnished by media. Therefore, continuing educational presentations should be made even when there isn't an immediate opportunity to secure a contract. And there should be more intermedia selling, which promotes the employment of two media types for a particular advertising campaign.

Arthur Stephen Pardoll, b. New Haven, Conn. Graduate of Yale U. After graduation served with Young & Rubicam in various capacities including research, timebuying, space buying. In 1948 joined Sullivan, Stauffer & Bayles as timebuyer on major accounts and later became business manager of radio-tv department. Moved in 1953 to Foote, Cone & Belding as director of broadcast media and later was named group media director. Likes tennis, reading, and classical music. Holder of Bronze Star medal.

EDITORIAL

The VTR Interview

VIDEOTAPE is living up to its promise. When it first reached the marketplace back in 1956 the prediction was common that along with many benefits it would bring new problems to television.

The union problem it has created is widely known. Now, in a different quarter, another arises. Perhaps the problem has raised its head before, on film, but here it is peculiarly dramatized by the headlined troubles that the Mike Wallace *Survival and Freedom* series, presented by ABC and the Fund for the Republic, has been having with "editing" and "censorship."

One week ABC on its own initiative deleted passages of a prerecorded interview with Sylvester L. (Pat) Weaver Jr. The next week ABC cancelled the show because the interviewee, UN Ambassador Henry Cabot Lodge, himself wanted to make deletions. At this point the problem begins to become discernible.

It is this: Suddenly there is a need to clarify the ground rules.

Over the years the public has become accustomed, and rightly, to assume that news interviews on television are live or at least unexpurgated. If the Lodges have their way and interviewees are allowed to edit before broadcast, the integrity of the news interview will be seriously weakened. As viewers become aware that editing by the subject sometimes occurs, they will come to look on all interviews with suspicion.

This is not to say that broadcasters should be forbidden to edit interviews just as newspapers edit interviews written by their reporters. Nor is it to say that there is no place for programs from which portions have been cut for reasons of national security. Sometimes it may be necessary to agree to editing in order to attract, for example, a high government official whose views would be valuable but who dares not risk violating security in a live program.

But insofar as possible all news interviews should be treated as live, whether they are or not, and editing by the subject should be permitted only when what the participant has to say is clearly worth this exceptional procedure. The terms of such agreements should be clearly understood in advance by both broadcaster and participant. And the audience should be told plainly at time of broadcast that parts have been cut and for what reason.

The integrity of the news interview today is much too important to risk having it diluted. Any but the strictest policy on editing raises a danger.

Boom Ahead for the Boom Ahead

NO formal communique from Madison Avenue is needed to substantiate reports that the big advertisers are sitting on their budgets waiting for bargains. Newspapers and magazines are down sharply, and the networks have holes in prime time for the fall.

To some extent, the advertiser strategy seems to have worked because one network (CBS-TV) has liberalized its daytime rate, discount and product protection policies. NBC-TV is expected to "keep competitive" by following suit. And ABC-TV has innovated a block-time device for the clients of one agency to stimulate business.

The economists say there's no reason for the recession, because there's more spendable income than ever. They have been predicting for months that the business decline is "bottoming out" and that in fact we're already out of it. The slogan-makers are back at the business of selling the public on "buying" their way out of the depression.

We do not profess to know the answers. But we do know that advertising's well-documented history proves that new brand names and new businesses were born in the depth of depressions while old established brands that saved their promotion dollars found themselves behind the eight-ball when boom followed bust.

Actually, television is going through its first business turbulence (it's far from a crisis). For tv's first commercial decade, it has been onward and upward—'til now. We saw network radio panicked into a depression from which it hasn't yet emerged, while spot and local radio, after having been affected by the chain reaction, have gone on to new sales records, even with a "recession" in full tilt.

STATION
WOF-TV
Sid Hix

Drawn for BROADCASTING by Sid Hix

"That summer replacement engineer—let's have another look at his credentials."

There is no reason for this to happen in television which (along with spot radio) is the least affected of the major media. Once the enlightened and experienced advertisers learn that the bargain basements are closed, they will resume their timebuying, probably at greater levels than before. They know what tv and radio advertising can do for them in moving merchandise. They know what these media can do in introducing new products (i.e., Revlon and Lestoil, to name but two).

Classic examples of brand names of other years that sat on their advertising dollars are Bull Duram (or was it Durham?), Old Dutch Cleanser and O'Sullivan's Rubber Heels.

Our population is showing fantastic growth. A wonderland of new products awaits a favorable market. Individual savings are at an all-time high. The opportunities are the greatest ever.

Advertising can cajole these dollars into the marketplace. The companies that invest now in promoting their wares and services are those that will be on top as we emerge from this recession that seems to have created itself. The way to do it is to close the bargain basements and sell hell-bent for new records. The broadcast media, uninhibited and young, as media go, can and should lead the hard-sell parade.

Who Does The Senate Think It Is?

LAST Tuesday, at the summons of the Senate Commerce Committee, a number of community antenna operators appeared in Washington to testify. In the morning their testimony was heard by a single Senator. After the luncheon recess they returned, on the "committee's" order, to find no Senator in the hearing room.

They waited 3 hours and 15 minutes before a Senator wandered in. (Hearings can't proceed unless at least one Senator is present.)

Last Wednesday afternoon the FCC, also at the summons of the same "committee," appeared to testify on tv allocations, a subject of profound importance. One Senator was there to open the hearings. He left after 15 minutes. Another came in 20 minutes later and remained for a little more than an hour and a half.

This was outright rudeness at best. Some of the witnesses had traveled thousands of miles. All of them had spent time and money (the public's money, in the FCC's case) to prepare their testimony. For the effects their travel and work will have, they might as well have sealed their presentations in a bottle and dropped it into the Tidal Basin.

Maybe there's a brighter side to this. Is it possible that the Congress is tiring of investigating broadcasting? If so, the feeling among investigators and investigated will be mutual. Broadcasting got tired of the endless and repetitious investigations long ago.

In Huntington And Charleston

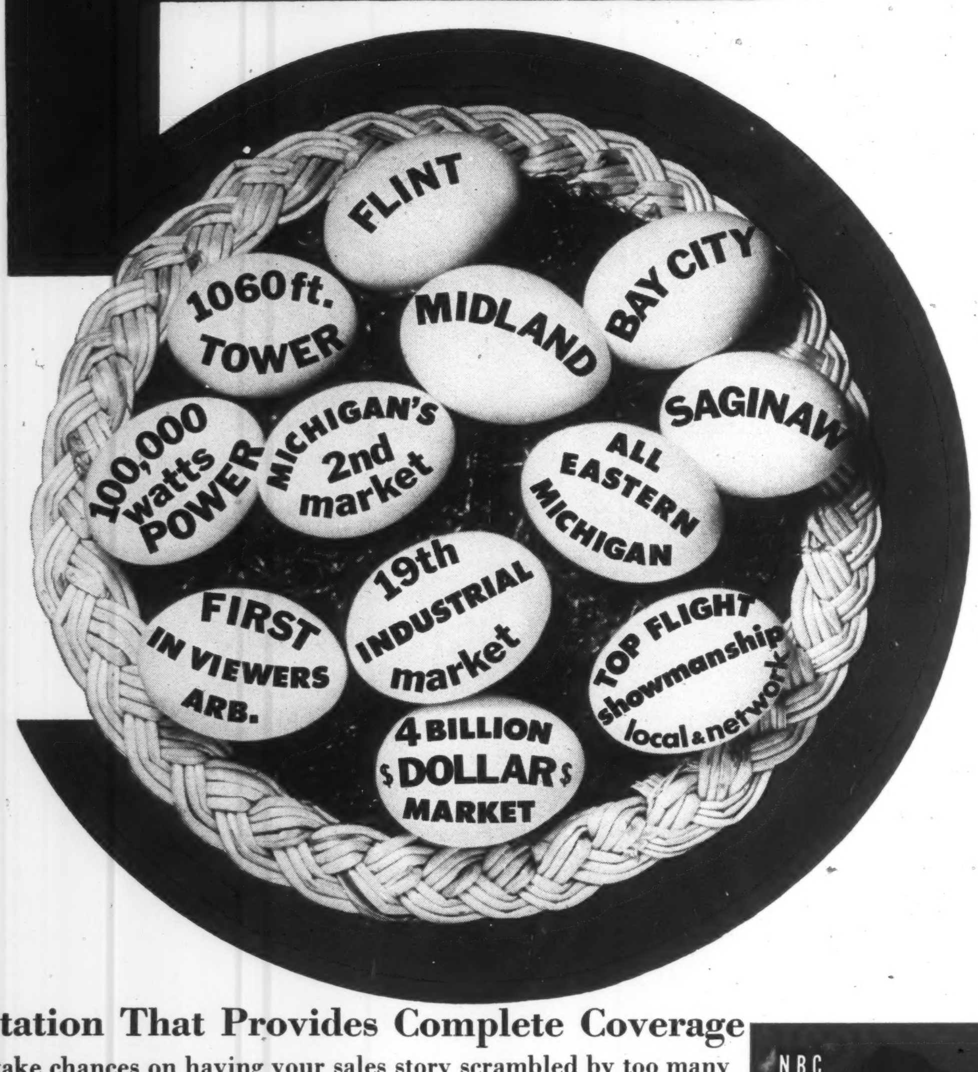
. . . it's the same dominant story

9 YEARS of LEADERSHIP

WSAZ-TV the No. 1 Huntington and Charleston station, is still a basic affiliate of NBC, America's No. 1 Network.

CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
C TOM GARTEN, Commercial Manager
Represented by The Katz Agency

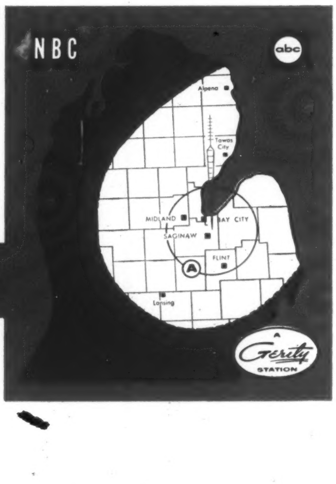
Why NOT put all your eggs . . . in ONE basket ?


FLINT
BAY CITY
1060 ft. TOWER
MIDLAND
SAGINAW
100,000 watts POWER
MICHIGAN'S 2nd market
ALL EASTERN MICHIGAN
19th INDUSTRIAL market
FIRST IN VIEWERS ARB.
TOP FLIGHT showmanship local & network
4 BILLION $ DOLLAR $ MARKET

One Station That Provides Complete Coverage

Why take chances on having your sales story scrambled by too many cooks . . . at higher than necessary costs! Get the full, top-quality coverage of this rich and vital market with WNEM-TV . . . A FOUR BILLION DOLLAR MARKET no other one station can cover!

See Your Petryman


NBC
abc
Alpena
Tawas City
MIDLAND
BAY CITY
SAGINAW
FLINT
Lansing
A Gerity STATION

WNEM-TV **CHANNEL 5**

NATIONAL SALES OFFICES
FLINT STUDIOS
FLINT AIRPORT, FLINT, MICHIGAN

OPERATIONS OFFICES
SAGINAW-BAY CITY STUDIOS
5700 BECKER RD., SAGINAW, MICHIGAN